



SUMMER INTERNSHIP PROJECT REPORT

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ACKNOWLEDEGEMENT

I wish to express my sincere gratitude to Outlook Publishing Ltd. , to my organisational guide for providing me with an opportunity to do my internship and project work in this esteemed organisation.

I sincerely thank, Dr Krishna Kanabar, my faculty mentor at the Institute of Management, Nirma University for providing me encouragement and guidance throughout the period of Internship.

I would also like to thank Institute of Management, Nirma University, CRC, and the Placement committee for providing me with the opportunity to embark on this project

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Executive Summary

The objective of the project was to understand various Marketing Concepts. Outlook is a magazine publishing company which is in Print Media Industry. In this project we learnt various marketing concepts through various task allotted to us namely Product Learning, Digital Marketing, Product And Brand Management, Customer Relationship Management And Advertisement.

We gathered all the information asked; mostly secondary data and compared two companies on various parameters. Namely Exide and Eveready.

We also learned various techniques of marketing to increase profitability and brand image.

SECTORIAL REPORT : MEDIA INDUSTRY

Overview of The Industry

Printing is a method of replicating text and images on paper using ink and a printing press. The print media in India is one of the largest in the world. Its history dates back to 1780, when the Bengal Gazette was first published in Calcutta. James Augustus Hickey is known as the "Father of Indian Journalism" since he founded India's first newspaper in Calcutta. the Calcutta General Advertise or the Bengal Gazette in January, 1780The Bombay Herald was the first newspaper published in Bombay in 1789, followed by the Bombay Courier the following year (this newspaper was later amalgamated with the Times of India in 1861). The Bengali Samachar Darpan was the first newspaper published in India. On May 23, 1818, the Serampore Mission Press published the inaugural issue of this newspaper. Since then, Hindi, Marathi, Malayalam, Kannada, Tamil, Telugu, Urdu, and Bengali have become popular Indian languages in which journals have increased in popularity.

According to the most recent NRS newspaper survey, Indian language papers have surpassed the English press.The key cause is the regional publications' marketing strategy, which began with Eenadu, a Telugu daily founded by Ramoji Rao.

The second factor is that the literacy rate is increasing. The localisation of news is the next reason. For comprehensive localization of news for the reader to connect with the paper, Indian regional papers have several editions for each state. Advertisers, too, recognised the enormous potential of the regional paper market, thanks in part to their own research and in large part to the regional papers' attempts to make the advertisers aware of the huge market.

List of players in the industry

- The Times of India
- Dainik Jagran
- Malayala Manorama
- The Hindu
- Deccan Chronicle
- Ananda Bazar Patrika
- Amar Ujala
- Dainik Bhaskar
- Hindustan Times
- Hindustan
- Eenadu
- The Economic times
- The New Indian Express
- The Telegraph
- Deccan Herald
- Outlook

SWOT Analysis

STRENGTHH

- Supply creates its own demand.
- High degree of market coverage.
- Service and flexibility.
- Revenue increases with increase in number of advertisements.
- Products can easily be recycled.

WEAKNESS

- Skilled labour
- Short life span of the product.
- Circulation.

OPPORTUNITY

- Digital space technology.
- Innovation
- Growing mass media
- Value adding Online newspapers

THREAT

- Economic downturn.

Current Scenario

Covid 19 has produced massive disruptions in trade, industry, and the economy, affecting every sector.

Because advertising is the media business's primary source of revenue, a drop in ad revenues is predicted to have a severe impact on the business.

Print and electronic media have experienced huge declines in circulation and ad revenue.

Steps for Bouncing back of Media Industry

With the joint efforts of the government, corporations, public utilities, and industry stakeholders, the media business may be able to recover.

The following measures can be implemented to assist industry in maintaining its position and recovering from such massive losses:

1. The government may make deliberate efforts to make better use of its annual advertising budget by effectively disseminating a variety of effective and efficient changes and activities aimed at strengthening the country.

2. Public sector entities, corporations, and industry stakeholders can build conscious connections with their customers by utilizing efficient advertising efforts.
3. The government might potentially assist by removing the media industry's debts.
4. Allowing 100 percent FDI will also aid the industry's recovery.

Future Growth Prospects :

❖ In terms of Revenues :

In terms of value, the 2020 Covid epidemic has resulted in a 21.5 percent decline in Indian advertisement spending. However, total advertising expenditure is likely to recover quickly, rising 23.2 percent to Rs 80123 crore.

Print media is predicted to rebound strongly in 2021, with a forecast increase in ad spend of 23% to Rs 12,731 crore, While digital media will have a rapid rebound, with ad expenditure increasing by 28% to Rs 27,700 crore this year.

Fast-moving consumer goods (FMCG), ecommerce, auto, telecom, retail, and durables are expected to be growth drivers of ad expenditure in 2021, according to the survey.

In 2021, as a result of Pandemic's definite drive to online purchasing, digital media ad spend is predicted to capture 40% of the incremental money from advertisers, amounting to Rs 15,000 crore, as the share of digital advertising in overall India ad spending rises to 35%.

❖ In terms of Media selection :

Aspirational brand marketers (from new-economy brands like Cred, Byju's, True Caller, and WhatsApp to legacy brands from FMCG majors like Hindustan Unilever, Marico, and Dabur, as well as challengers like Sebamed , brands across categories)

have released high-impact print campaigns and ads in recent months to grab consumer attention.

Print media is their primary medium for engaging the reasoning side of the consumer's thinking, thus they consider it as a medium for creating a significant impression. Print also reaches both "India and Bharat" because it speaks to customers in their own language, which fosters trust and credibility because written words still carry greater weight and are a medium that lasts. Print media, they believe, penetrates deeper because it causes people to ponder and hence stay longer.

➤ **About the Company**

With five core publications, the Outlook Group is one of India's leading publishing houses. The prestigious Raheja Group owns it.

It began its journey in 1995 with the publication of Outlook, India's most lively current affairs and news magazine. It is noted for its fearless and forceful reporting, which frequently raises topics that many people have been thinking about but have never dared to ask.

Outlook Business is a thought-provoking, fascinating, in-depth business magazine that offers a fresh viewpoint and a holistic approach to business.

Outlook Money, India's No. 1 personal financial publication, provides in-depth analysis and sound advice on all aspects of successful investing, borrowing, and spending.

Outlook Traveller is a treasure trove of information for dedicated travellers, keeping you up to date on the newest travel and tourism trends. Outlook Traveller is an interesting and refreshing book with postcard stunning graphics, useful advice, and intriguing travel experiences

Overview of the Tasks Allotted :

Tasks given include Product Learning, which is compulsory task for all domains.

Being a Marketing Intern other tasks include Marketing Strategy, Marketing Analytics, Digital Marketing Audit Report, Customer Relationship Management and Consumer Behavior Study, Product and Brand Management and Advertising and Integrated Communication.

* Particulars in bracket after the task name is weightage allotted to that particular task.

1. Product Learning (60%)

The aim of the task is to make us acquainted with the products, product mix, opportunities and challenges associated with Outlook Magazine by interacting with the consumers. Such information will be later helpful for us to prepare specific strategies for the company in later stages.

Work Done: for this task we were given a minimum target of 4000 INR to complete the achieve completion certificate, the maximum target was 20,000 INR .

This was an individual task where we had to apply Segmenting, Targeting and, Positioning to our customers and achieve as much sales as possible. Also this task was all about out communicating and convincing skills.

I manage to achieve sales worth 15000 INR approx.

Learning: To sell a product to your customers it is very crucial that we; the salesperson have immense belief and trust towards the product. Also the proper STP will help us in easy conversions.

2. Customer Relationship Management (CRM) (5%)

For CRM, We are asked to analyze Outlook with two of its competitors and find out its Customer Life cycle. And on the basis of above information we need to determine various strategies used by these companies and its effect on Dividends.

Apart from this, we also have to find out the loyalty programs these companies are using.

Then, we need to determine the NPS of these print media companies, the reason behind such scoring and suggestions for improvement. We also have to compare these companies with International companies in terms of NPS and lessons one can obtain to improve NPS.

3. Digital Marketing) (5%)

For this task, we need to prepare a Digital Audit Report on any of the Raheja Group Companies and its competitors and Analyze the same.

After analyzing, we also need to create an action plan as a Digital Marketing Manager, which would enable us to reap higher dividends and also to optimize its Social Media Marketing Plan.

4. Product and Brand Management (10%)

Analyzing a Raheja Group Company's and its competitor's Brand Positioning and Repositioning, Logo, Jingles, Communication Strategies, Campaigns, Co-branding and Associations, Brand Personality, their PBM Strategies and Other brand elements.

5. Advertisement (10%)

As an Advertisement Manager, We need to come up as a strategy on Bringing the Buzz, PR Management, Influencer Marketing Management, Corporate Advertising, Consumer Market Sales Promotion, Promoting the product using IBP (Integrated Brand Promotion) tools in Digital and interactive media and detailed media plan to achieve the above objectives.

INTRODUCTION:

➤ **Type Of Project:**

Research Based Project

➤ **Project Title:**

Market Segmentation, Positioning and Value Proposition

➤ **Organizational Mentor :**

Sadhana Tiwari and Kaustav Banerjee

- **Nature of the Project:** the allotted project work was divided into 60:40 ratio where customer segmentation, targeting, positioning and value proposition to the customer was allotted 60% weightage. And 40% remaining was research based where we had to analyse a Raheja company against its competitors on various marketing aspects. The following mentioned were our area of work for remaining 40% : Marketing Strategy, Marketing Analytics, Digital Marketing Audit Report, Customer Relationship Management and Consumer Behaviour Study, Product and Brand Management and Advertising and Integrated Communication.

➤ **Objectives:**

- To understand a Raheja company and its various marketing elements.
- To suggest various areas of improvement after comparing with competitors

Methodology:

As the nature is research based and based on area of work, the project is between qualitative and quantitative data. For this project we had to compare our a Raheja Company with one of its competitor. I made all the observations between Exide Battery and Eveready company.

Source of Data:

The data source was secondary, no primary data was provided by the company. Also I used the annual report of Exide Industry and Everedy industry for some research work

Method of Collection.

For a specific task we circulated a google form, to get responses. Other than that we used secondary sources for data collection

Work Done:**Task 1: Product Learning (60%)**

The aim of the task is to make us acquainted with the products, product mix, opportunities and challenges associated with Outlook Magazine by interacting with the consumers. Such information will be later helpful for us to prepare specific strategies for the company in later stages.

Work Done: for this task we were given a minimum target of 4000 INR to complete the achieve completion certificate, the maximum target was 20,000 INR .

This was an individual task where we had to apply Segmenting, Targeting and, Positioning to our customers and achieve as much sales as possible. Also this task was all about out communicating and convincing skills.

I manage to achieve sales worth 15000 INR approx.

Learning: To sell a product to your customers it is very crucial that we; the salesperson have immense belief and trust towards the product. Also the proper STP will help us in easy conversions.

Task 2 : Customer Relation Management: (5%)

There were 5 subtask under this task:

1. Analysing Outlook with one of its competitor and strategies used
2. How these strategies has helped in increasing profitability and market share
3. Comparing loyalty programs of outlook and its competitors
4. Calculating NPS. And how can outlook increase its NPS
5. Suggesting various loyalty programs which are implemented by international magazines

Work done: I compared outlook with three of its competitor namely India Today, Forbes India , and The week. And calculated NPS for the same from the survey conducted.

Learning:

- Different magazine have different strategies but what keep them ahead in the completion is who first cater to the needs of the customer.
- Also rapidly adapting organization, have high market share.
- The loyalty programs are there to lure the customers but the programs which defines what exactly customer is looking for will be a success.
- NPS is very important factor and help in future improvement of the organization.

Task 3: Digital Marketing (5%)

There are 3 sub tasks under this task.

1. Here we had to prepare Digital Audit Report of any Raheja company and compare the same with its competitor.
2. Also we had to mention the elements where the competitors is leading
3. We also had to suggest a detail plan as a digital marketing manager to reap higher dividends.

Work Done:

Here I compared Exide Industries with Eveready industries, and prepared a comparative report about both.

Learning:

- Various key terms like organic search result, search traffic, Cost Per Click, Search Volume, etc were learned under this task.
- Also I understood that many times certain Keywords though have high CPC, the Search Volume is not the most compared to other keywords .
- It is very important to be active on social media platforms and have a detail social media management plan as people these are using social media to promote , buy and review products.

Task 4: Product and Brand Management(10%)

Here

- We had to take a Raheja Company and analyse various brand elements.
- We then had to compare the same brand elements with its competitors.
- We also had to make a detailed plan on PBM strategy for a company working in same segment as chooses industry.

Work Done: I again took Exide as Raheja company and Eveready as its competitors and analysed various brand elements. Also I gave suggestion on PBM strategies which can implemented to increase profitability.

Learnings:

- Various brand elements like as Brand Positioning, Repositioning, Logo, Jingles, Communication Strategies , Campaigns, Co-Branding and association and Brand Personality, Role of Reference Group were learnt during this task.

Also, product likeliness by the customer entirely depends on brand personality and campaigns used to increase it awareness.

Task 5: Advertisement (10%)

Here we were supposed to assume ourselves as Advertising Manager of a upcoming Fashion Magazine; we had to give a report on hoe to:

- Bring the buzz, PR management, Influencer Management Marketing and Corporate Advertising.
- Implement various IMC tools and promote our product

Work Done:

I searches for various magazines nationally and internationally and suggested on how the above mentioned objectives can can be achieved.

Learnings:

- Corporate Advertising is very crucial as, the belief in the product by customer only increases when the employees themselves are satisfied with the product.
- Keeping customer in the process is also very crucial.
- Feedback forum should be implemented and maintained as customer wants to be heard.
- Social Media Advertising is most trending IMC tool these days.

UNDERTAKING

To Whom It May Concern:

I, Richa Patel hereby declare that this report is my original work and is not copied from anyone/ anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, University

Signature :

A handwritten signature in black ink, appearing to read 'Richa Patel', is written over a horizontal line.

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Section : D

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Date : 12-07-21