



SUMMER INTERNSHIP

SIP Final Report

Submitted by:

Name	Roll No.
Smriti Chaudhary	201453

Submitted To:

Dr. Rajesh Kumar Jain

Batch: MBA – FT (2020-2022)

**Institute of Management, Nirma
University**

Date of Submission: **12th July, 2021**

Acknowledgements

I express my sincere gratitude to Outlook Publishing Ltd. and to my organizational guide, Sadhana Tiwari and Kaustav Banerjee for providing me with an opportunity to complete my internship and project work in this esteemed organization.

I sincerely thank, Dr Rajesh Kumar Jain, 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.

Smriti Chaudhary

(201453)

Executive Summary

The objective of the project was to understand various Marketing Concepts. We worked with Outlook, that is a magazine publishing company 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 did research on these tasks and used both Primary and Secondary data (mostly secondary data) and compared companies on various parameters. We selected Outlook, India Today and The Week for task 1. And Rajeha Group Company HR Johnson and Nitco Tiles for other tasks. We learned various techniques of marketing to increase profitability and brand image.

Outlook Publishing Pvt. Ltd.

➤ **Title of the Project :**

Analyzing and Strategizing Marketing Elements

➤ **Area of Work :**

Customer Relationship Management , Digital Marketing, Advertisement and Product & Brand Management.

➤ **Work Domain :**

Marketing

➤ **Organizational Mentor :**

Sadhana Tiwari

➤ **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.

FINAL REPORT :

Tasks Allotted : Marketing Domain

We are asked to research on and strategize some marketing elements like Customer Relationship Management, Digital Marketing, Product and Brand Management and Advertisement.

The tasks allotted to us are mainly **Research Based**. In total 4 tasks have been allotted.

Task 1 : Customer Relationship Management (CRM)

Task 2 : Digital Marketing

Task 3 : Product and Brand Management

Task 4 : Advertisement

TASK 1 : CRM

We need to find and analyze the Customer Life cycle of the The Outlook and its competitors and the strategies undertaken by these companies to attract, retain and to make customer's journey worthy, thus enable us to understand the industry more deeply by understanding the impact of these strategies on profit and impact of loyalty programs on consumers. We need to Understand and Calculate NPS (Net Promoter Score), which is a means to measure the performance and understand the preferences of the consumers; And then compare NPS of Domestic company with foreign companies and understand the reason of the difference and then to fill the gaps by taking proper strategies.

It will help us understand how much competition exists between these companies, various factors affecting them, various parameters to understand them and to come to a conclusion who is better, what helps them stand apart, how they strategize their move and gain more customers by creating maximum utility. It will also help us gain in depth knowledge of this industry. Through these tasks we will be able to develop strategies that could help the company to grow and will also help us understand the reason behind failure and success of strategies.

In order to complete our research, We used both Primary and Secondary sources of data available to us.

The company we are worked with is Outlook and the competitors selected for the task are India Today and The Week .

The Information gained so far helps us realize that these companies are following a business model that is very similar to each other. All of them mainly focus on 3 customer life cycle phases, i.e. Customer Acquisition, Customer Retention and Customer Development. They are

trying to create niche through their certain publications like Money magazine, Business Magazine, Reader's Digest, Cosmopolitan and others. But all of them use discounts, gifts and other subscription offers to attract and retain their customers.

Being close competitors of each other, It is important for them to create their brand value by creating customer loyalty.

Apart from this, It can be ascertained that the readership and awareness of India Today is higher than that of Outlook and The Week.

For calculating NPS (Net Promoter Score), We floated Google Form. And the results revealed that The most preferred Magazine is India Today, then is Forbes India. The third position is acquired by Outlook magazine and on the Fourth remains The Week.

But we found something interesting while calculating the NPS . The Highest NPS came out to be 27 of Forbes India and then 21 of India Today. Outlook occupied the third position and The Week the last one.

TASK 2 : DIGITAL MARKETING

In the given task we need to prepare detailed Digital Audit Report by comparing one of the company's of Raheja Group and its competitor. We also need to identify which company is leading and which needs improvement when it comes to Digital Marketing and Social Media Marketing strategies. And the steps undertaken by us to increase the profits.

It will help us understand various key aspects of Digital Marketing and how it affects the overall business and will help us understand what tools and campaigns could help us create awareness about the product, increase the sales and create customer loyalty.

Thus, To create Digital Audit Report ,we will be using Free Softwares like Semrush, GTMetrix, Screaming Frog, Shreds, Moz and other Google Tools.

The company we are selecting are HR Johnson (Raheja Group Company) and Nitco Tiles.

TASK 3: PRODUCT AND BRAND MANAGEMENT

In the given task, we were asked to compare Brand Positioning and Repositioning, Logo, Jingles, Communication Strategies, Campaigns, Co-branding and Associations, Brand Personality, Role of Reference Groups and other elements of a Raheja Group Company.

And through this task we learnt a lot about these elements in detail and their importance in marketing as a whole.

TASK 4: ADVERTISEMENT

Here we were asked to think as an Advertising Manager on the launch of New Fashion magazine and think of various strategies to improve sales and create buzz.

We here learnt the integration of various marketing platforms and their importance. Also I got chance to understand them in depth.