

A SUMMER INTERNSHIP PROJECT

ON

“udaan survival2revival”

Submitted in partial fulfillment of the requirements for award of Bachelor
of Business Administration.

UNDER THE GUIDANCE OF

Mr.pramod srivastava

PROFESSOR, SoB, GU, GautamBudh Nagar

SUBMITTED BY – Tushar Agrawal

ADMISSION No.:- 19GSOB1010341

B.B.A. 5th Semester



(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

GALGOTIAS UNIVERSITY

GautamBudh Nagar, Greater Noida

CERTIFICATE OF APPROVAL

The following Summer Internship Project Report titled " **udaan survival2revival** " is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Bachelor of Business Administration** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Internship Project Report only for the purpose it is submitted to the Summer Internship Project Report Examination Committee for evaluation of Summer Internship Project Report.

| | Name | Signature |
|--------------------|-------|-----------|
| 1. Faculty Mentor- | _____ | _____ |

CERTIFICATE FROM SIP MENTOR

This is to certify that **MR. Tushar Agrawal** a student of the **Bachelor of Business Administration** has worked under my guidance and supervision. This Summer Internship Project Report has the requisite standard and to the best of my knowledge no part of it has been Reproduced from any other summer Internship project, monograph, report or book.

Ms.pramod srivastava

Designation:- Professor , SoB ,GU Greater Noida

Date: -

Signature:-

STUDENT DECLARATION

I hereby declare that the project entitled “**udaan survival2revival**” under the guidance of **Mr. .pramod srivastava** submitted in the partial fulfillment of degree of B.B.A. from GALGOTIAS UNIVERSITY, Greater Noida. This is my original work and this project work has not formed the basis for the award of any degree to the best of my knowledge.

Date:

Name: Tushar Agrawal

Admission No.: 19GSOB1010341

B.B.A. 5th SEM.

ACKNOWLEDGEMENT

It is pleasure to acknowledge many people who knowingly and unwittingly helped me, to complete my project. First of all let me praise God for all the blessings, which carried me through all those years. The Research Methodology classes taught by them were one of the essential knowledge that was required to complete this project.

I want to thank all my Professors who taught me in first year and second year. Because the Summer Internship required knowledge from the entire field to be implemented specially Marketing and Sales.

First & foremost, I would like to express my regards to Mr. pramod srivastava for her constant encouragement and support. I would also like to express my immense gratitude towards all the lecturers of our college for providing the invaluable knowledge, guidance, encouragement extended during the completion of this project.

I extend my sincere gratitude to all my teachers and guide who made unforgettable contribution.

Due to their sincere efforts I was able to excel in the work entrusted upon me.

Date:-

Name: Tushar Agrawal

Admission No.: 19GSOB1010341

B.B.A. 5th SEM

(Signature of student)

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Executive Summary

This is an attempt to know how the classroom theories can be applied to the practical situation. As a student of BBA it is a part of study for everyone to undergo summer internship at some organization. Internship is such a program which makes a student experiences the corporate life for the first time. I was assigned as intern under Marketing and Sales Division. So, for this purpose, I got an opportunity to do my summer internship at pioneer management pvt Ltd . In this is comprehensive report , I have discussed about every major aspect of the company which I have observed and perceived during my internship tenure .The First part comprises detail about the company from the time of its incorporation to the current position along with its processes, policies and procedures. During my internship programme I have mainly worked in market reseaech. All the departments have been discussed in detail. The main purpose of the internship is to learn by working in practical environment and to apply the acquired during the studies in a retail world scenario in order to tackle the problems using the knowledge and skill learned during the academic process. This report covers mainly important aspects which are related with marketing and sales aspects of the company. In the end the learning and observations which I have undergone during my internship project. This report also contains my perceptions, motivation level and working environment of the organization.

Introduction/Objective Of Study:-

The main objective of education is to acquire knowledge. To acquired knowledge ultimately we must do some practical application in addition to theoretical knowledge. Objectives of the study are summarized in the following manner-

Specific Objectives

- To focus and discuss the market research of pioneer management pvt Ltd
- To analyze the customer perception about Lecture brand.
- To provide overview of “udaan survival2revival”
- To provide suggestions based on analysis and observation.
- To focus on the importance, benefits, reasons of Marketing Strategies.

Scope of the Report

The scope of the study is the Market research of pioneer management pvt Ltd The report covers details about the various services, overview and different departments and divisions in pioneer management pvt Ltd . The main focus is on the analysis of the Sales and Marketing Strategies. However the study is only related to the Market Operation Division as I was provided an opportunity to only work in this division.

Introduction To Company's Profil

About pioneer management pvt Ltd :-

pioneer management pvt Ltd has grown into one of India's leading Corporate. In its infancy, in the business of IT Services & Marketing Services. As time evolved, dependence on the technology began to hinder pioneer's ability to guarantee competitive pricing and provide innovative services. pioneer also noticed the lack of communication that had become an industry standard. As a result, a strategic decision was made to set up its own headquarters in India in order to better satisfy the needs of pioneer's customers.

Based upon demographic and geographic research.

As time went on, pioneer's principals of transparency, timely communication, quality of services and competitive pricing allowed for significant expansion. As a result, pioneer is now one of India's leading corporate. pioneer management believes that ethical management is not only a tool for responding to the rapid changes in the global business environment, but also a vehicle for building trust with its various stakeholders including customers, employees, business partners and local communities. With an aim to become one of the most leading companies in the world, pioneer management continues to train its employees and operate monitoring systems, while practicing fair and transparent corporate management.

Company's Principles and Vision

- We respect the dignity and diversity of individuals.
- We compete fairly in accordance with law and business ethics.
- We make customer satisfaction our top priority.
- We make efforts for the improvement of the 'quality of life' of our employees.
- We pursue eco-friendly management.

We build relationships of co-

- existence and co-prosperity with business partners.

Vision - To be a global firm of uniquely skilled executives who can build a better future.

Brief About pioneer management pvt Ltd.

pioneer management pvt Ltd. is a subsidiary of American Ruler Private Limited. Since its infancy, pioneer management has believed in a continual evolution. It has not only expanded its horizon from providing technical to managerial services, but also has taken this platform worldwide in order to better satisfy the needs of its customers with an aim to become one of the most leading companies of the world.

With pioneer management, strategise and build nifty technology and develop a market that supports modernized processes for businesses as well as produce new mediums that help in generating fast revenues for start-ups or established businesses alike. A steadfast and proven software process coupled with a certain methodology can be your company's key to success. With a head-strong team of self-reliant women, pioneer management delivers IT projects to businesses and technical solutions along with intuitive services in HR consultancy that improve business efficiency.

pioneer management believes that ethical management is not only a tool for responding to the rapid changes in the global business environment, but also a vehicle for building trust with its various stakeholders including customers, employees, business partners and local communities. With an aim to become one of the most leading companies in the world, pioneer management continues to train its employees and operate monitoring systems, while practicing fair and transparent corporate management. As a result, pioneer management is now one of India's leading corporations.

SWOT Analysis of pioneer management pvt Ltd.

Strengths

1. Excellent Reputation
2. Excellent Workflow in the company
3. Quality Team Work

Weaknesses

1. Account Management
2. Communication Gap
3. Stakeholder Management

Opportunities

1. New Technology
2. Government Contracts
3. Certifications

Threats

1. Competitors
2. Changing Regulations
3. Technology Upgradation



Marketing and Sales Strategy

Sales and Marketing strategy is your plan for reaching, engaging, and converting target prospects into profitable customers. It's the charter that guides Marketing and Sales in their daily activities, helping them clarify shared objectives and how to achieve them.

Align on Ideal Customer Personas

Once your Marketing and Sales teams agree on goals and budget, it's time to get clear on who you're trying to sign as customers. That can lead to confusion, misunderstandings, and arguments – never mind missed opportunities with prospects. An effective approach is to define and align on ideal customer personas. These describe the customers who are relevant and profitable for your company to work with, including the detailed demographic and psychographic features that they share.

Establish Your Differentiators

Your strategy will include market positioning and messaging. This will guide Marketing activities including advertising and content development, and Sales activities such as email outreach and conversations with buyers. To set up both teams for success, figure out how your company and offering are different and better than the competition. This might even include how you price.

Map Your Full Buyer Journey

To understand when and how to best engage prospects and customers, map their complete journey with your company from the time they first learn of you until they part ways with you.

Audit and Organize Your Content

Because content plays a critical role in attracting, engaging, and even converting buyers, make sure you can provide relevant, compelling content for each stage of the buyer's journey. Audit your existing library to identify gaps and opportunities for new, better content. Organize your content with buyers in mind – make it easy to filter for relevant content by topic, challenge, goal, role, industry, company size, solution and whatever other categories make sense.

Document Your Sales Plan

With your strategic goals, ideal customer, and the buying journey in mind, evaluates how well your sales process is set up to best engage prospects and move them down the purchase path. Keep an eye out for ways to remove friction, introduce efficiencies and improve the buyer experience.

Document Your Marketing Plan

Next evaluate and document your Marketing process in the same way against your go-to-market strategy, messages, content and plan for attracting, engaging, and converting prospects to leads.

Document Your Sales and Marketing Strategy

Now it's time to determine how both teams will orchestrate their efforts to achieve common goals. In many companies.

Execute and Test Your Plan

Putting together a Sales and Marketing strategy is one thing; executing is where the rubber hits the road, so to speak. Launch your plan to get everyone executing their assigned responsibilities so you can assess your strategy's strength.

Set Up Regular Sales and Marketing Communications

Ongoing communication between Sales and Marketing is key to executing effectively on your strategy. Schedule regular meetings to discuss plans, performance to date, and ways to improve alignment and business outcomes. While it's crucial to identify roadblocks and challenges, it's just as important to celebrate the wins you're achieving through alignment.

Repeat Process Quarterly or Annually

Developing a Sales and Marketing strategy is not a one-time exercise. Your ideal customer and the buying cycle might change over time. The tactics and content that worked yesterday might not work tomorrow. Even your differentiators and internal processes might evolve. To make sure your strategy is effective, revisit it at regular intervals. For some businesses, a quarterly review makes sense. For others, an annual re-evaluation will DO.

Consumer Behaviour

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products.

Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. It is important to assess the kind of products liked by consumers so that they can release it to the market. Marketers can understand the likes and dislikes of consumers and design base their marketing efforts based on the findings.

Consumer buying behavior studies about the various situations such as what do consumers buy, why do they buy, when do they buy, how often do consumers buy, for what reason do they buy, and much more.



Segmentation and Targeting of pioneer management pvt Ltd.

Segmentation-

The four main types of market segmentation are:

- Demographic segmentation: age, gender, education, marital status, race, religion, etc.
- Psychographic segmentation: values, beliefs, interests, personality, lifestyle, etc.
- Behavioral segmentation: purchasing or spending habits, user status, brand interactions, etc.
- Geographic Areas: neighborhood, area code, city, region, country, etc.

In pioneer management pvt Ltd. There are 2 types of market segmentation used which are

1. Demographic Segmentation- Age
2. Psychographic Segmentation- Interests and Personality

As they have differentiated Events based on the age of the candidates as “udaan survival2revival” for 18+ and “ARISE” For below 18 (School Level)

Targeting-

pioneer management Targeting in marketing is a strategy that breaks a large market into smaller segments to concentrate on a specific group of customers within that audience. It defines a segment of customers based on their unique characteristics and focuses solely on serving them.

target youth and school level by identifying their interests-

udaan survival2revival –

The 3rd edition of the “World’s First & Largest Virtual Youth Festival" by pioneer management will be held on 28th &29th August 2021. Bringing together the dazzling Youths, from all over the world and providing the spotlight to make it beam even brighter.

ARISE-

The 1st edition of the ARISE "World's First & Largest Virtual School Carnival" by pioneer management will be held on 25th & 26th September 2021. Bringing together the dazzling school age students, from all over the world and providing the spotlight to make it beam even brighter.

Sales Funnel

The sales funnel is each step that someone has to take in order to become your customer

Awareness

This is the moment at which you first catch a consumer's attention. It might be a Facebook post shared by a friend, a Whatsapp message, or something else entirely.

Your prospect becomes aware of your business and what you offer.

When the chemistry is just right, consumers sometimes buy immediately. It's a right-place, right-time scenario. The consumer has already done research and knows that you're offering something desirable and at a reasonable price.

Interest

When consumers reach the interest stage in the sales funnel, they're doing research, comparison shopping, and thinking over their options. If you're pushing your product or service from the beginning, you'll turn off prospects and chase them away. The goal here is to establish your expertise, help the consumer make an informed decision, and offer to help them in any way you can.

Decision

two or three options — hopefully, including you.

This is the time The decision stage of the sales funnel is when the customer is ready to buy. He or she might be considering to make your best offer. It could be free shipping when most of your competition charges, a discount code, or a bonus product.

Action

At the very bottom of the sales funnel, the customer acts. He or she purchases your product or service and becomes part.

Just because a consumer reaches the bottom of the funnel, however, doesn't mean your work is done. Action is for the consumer *and* the marketer. You want to do your best to turn one purchase into 10, 10 into 100, and so on.

In other words, you're focusing on customer retention. Express gratitude for the purchase, invite your customer to reach out with feedback, and make yourself available for tech support, if applicable

Promotion –

Promotion represents the various aspects and tactics of marketing communication. This category involves commitment, enthusiasm and respect in getting the marketing messages to targeted audience.

For Targeting the youth social media marketing would be a great option as most of the users are available on the social media platforms such as facebook,instagram,whatsapp and snapchat.These platforms will help us to reach to large no of customers who can engage to the Youth Festival Event “udaan survival2revival”.

Social Media Marketing

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Facebook in contrast is a full-blown social networking site that allows sharing updates, photos, joining events and a variety of other activities. Social allow individuals and businesses to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. The professional expertise team engages all the time on this service through some rules and regulations.

Research Methodology

The study was conducted through the online mode. Questionnaire was prepared and floated and responses were collected. Data used was mostly collected through the primary research.

Sampling Procedure: - Here the sampling procedure used was random sampling. Each observation had equal likelihood to get selected.

Period of study: The study period which was chosen was 14th June, 2021 to 31th July 2020 which was during my Internship period.

The internship has been conducted in a systematic procedure starting from selection of the topic to final report preparation. The overall procedure and process of methodology followed in the study is explained further.

The topic of the report is the udaan survival2revival. The topic was thoroughly discussed with both of my supervisors from my University as well as from pioneer management also, so that a well-organized internship report can be prepared.

Sources of data-

Data was collected through responses of the questionnaire and unstructured interview. For a few respondents, scheduling method was also used.

i) Primary Sources:-

→ Primary Data was derived from the online work done which I had been doing in my one month internship program

→ Conversation with HR

ii) Secondary Sources:

Internal sources- Different documents provided by my supervisor and information provided by my supervisor.

External source- Websites, Text books, articles, several other reports, and other sources.

Analysis and Interpretation

Tasks Done Weekly For 1 Month Internship At pioneer management pvt. Ltd

WEEK 1:-

14-06-2021: Started my internship with orientation program and about the company. Our mentor briefs about types of interviews done by HR.

15-06-2021: Our industry mentor told us to go through the company's profile.

Another Task was to follow on social media and update our profile.

We were told to submit the pre-interrogation assessment to check our background knowledge of marketing concepts.

By completing this assessment, I got to know about how to generate leads and how to face objections from the leads.

16-06-2021: Candidates were told to send the official Email Id to pioneer management the Industry mentor "Muskan Raghav".

17-06-2021: Meeting was conducted to explain our upcoming SOP-1

We were told by our industry mentor to prepare a PPT on how we can approach youth for Youth Event Festival "udaan survival2revival"

WEEK 2:-

19-06-2021: In second week we gave 3-5 minutes presentation where we have presented how can we approach youth for "udaan survival2revival"-Virtual Youth Festival and I convince her very well by my ideas. I highlighted that we can use digital platforms such as Facebook, whatsapp and instagram as this event is virtual and most youth are on this platforms. Leads can be generated through direct engagement and picking promotional method wisely. I also suggested that we can also provide certificates for winners and participation.

20-06-2021 & 21-06-2021: Waiting For SOP-1 Communication

22-06-2021: Our industry mentor told us about presentation feedback received to her. She also informed that by tomorrow we will get our SOP-1.

23-06-2021: Today we got our SOP-1 for marketing and sales in which highlights was to promote and work on getting people registered for the youth festival. Our Target was to sell 3+ tickets to audience and registered them on or before 26-06-2021. We need to issue our reference Id in the area of referral code and maintain database for same.

24-06-2021: Meeting was conducted by industry mentor to brief about the event and how to register candidates for the festival.

26-06-2021: Started with online promotion of udaan survival2revival by instagram, Facebook and whatsapp group and making people registered by resolving their queries.

Week 3:-

In third week of my internship, I advertise about udaan survival2revival on Facebook, Instagram and WhatsApp stories. It was little tough to attract the clients to participate in our event but I manage to achieve the target on time.

SOP-2 was given in which there was an extended sales target of 5+ excluding the previous SOP-1 and deadline is 24-07-2021.

Format of making the excel sheet for SOP-1 & SOP-2 was shared with us in which we have to insert details of my clients and told to forward when they are completed.

We were also asked to follow their new brand link “pioneer management” on social medias profile like LinkedIn, Facebook, Twitter And Instagram.

Now we can track the market research by new Dashboard given by pioneer managemen where by putting our reference ID I will get my individual dashboard in which each and every information will be provided of the participants and I can track the sales too.

By completing this target i came to know what are the obstacles a company faces while selling any product. And it gave me clarity what we see the meaning of sales and what is actual sales when you sell your product, as it takes lots of effort to convince customer

Week 4:-

This was the last week of my internship in pioneer management , as I mention in my third week SIP report that I got my SOP-2 which was to sell 3+ 5 udaan survival2revival tickets to my clients. Putting all my efforts I sold 5 tickets successfully.

Following the guidance of my industry mentor I prepare excel sheet which consist:-

- 1.Customer Name
- 2.Event Name
- 3.Prospecting
- 4.Preparation
5. Way of Approach
- 6.Objections
7. Follow Up

Following details of my further clients were submitted immediately after that got my Sales dashboard in which I can see the details of all my clients.

The journey pioneer management in was tremendous and I got to learn many things from this internship. I learnt how to be patient while dealing different clients as patience is highly required in corporate world. This internship helped me to enhance my communication skills, presentation skills and I feel confident more.

Conclusion

I am happy to complete my internship in pioneer management under Marketing and sales department. To my own experience the working environment of the organization is very inspiring. The organization is always keen to implement new rules and actions for improvement. Market research Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this effort goes on than they can able to cover the untapped markets, increase their distribution reach and which will also ensure future source of business.

Recommendations

As pioneer management is a new company it requires focusing on organizational structure. Market research should conduct a team meeting every week so that the employees can know each other well, the Head of the department will get an overview how the every departments are doing, which will increase the level of team work. They could carry out promotional activities from time to time in corporate offices and Universities in order to understand what the potential customers want from them.

Limitations

Unavailability of relevant records and information in the organization is a major constraint. There are various information can't provide due to security and other corporate obligations. The report has been prepared from the feedback and information provided by the Market research and also the learning's throughout these 3 long months of internship program. Market research Division is a very confidential department in terms of its information. The information's are really very much private and confidential.

The information about this division can only be shared among very few other divisions and employees in Business Solutions itself. The information's cannot be disclosed to the external world. Though the report would be helpful to Business Solutions Limited a lot, but the information's were confidential enough to disclose to the external world. Another problem was time constraint. Though it was a 3 months program, but the activities of this division is so vast that 3 months program would not be enough to get the full idea about all the activities of this division. This period of time is not enough for a complete and clear study. Although there were many limitations I tried to give best effort to furnish the report.

Bibliography

- [www.pioneer management Pvt.Ltdcom](http://www.pioneermanagementPvt.Ltd.com)
- www.indiatoday.in
- www.in.linkedin.com
- www.google.in


12/06/2021

Internship Offer Letter

Dear Tushar Agrawal,

I am pleased to confirm your acceptance of an internship position as Marketing Researcher at Pioneer . Your duties and assignments for this position will be those described to you. Your internship will be for one and half month. If you have any questions, please feel free to contact me. We are very pleased that you have decided to join Pioneer. We look forward to seeing you start with the internship soon and offer a very warm welcome.

From Pioneer Management Consultant Pvt Ltd



Abhishek Chaudhary
Manager - Business

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01/08/2021

To Whomsoever It May Concern

This is to certify that **Mr. Tushar Agrawal**, has successfully completed his **Market Research Internship** at **Pioneer Management Consultant Pvt Ltd** from 14th June 2021 to 31st July 2021.

During his internship, he was exposed to the various activities in **Market Research**. His contribution has been highly resourceful towards our live project "**Udaan-Survival2Revival**"

Throughout he had been very much passionate, interested to learn, willing to put his best efforts and get into the depth of the subject to understand it better for implementation and execution.

He has been rated as an GOOD performer in the task assigned to him throughout his internship.

His association with us was very fruitful, and we wish him all the best in his future endeavours.

From Pioneer Management Consultant Pvt Ltd



Abhishek Chaudhary
Manager - Business

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Cost of Industrial Solution Certificate

Dear Tushar Agrawal,

This is to certify that Tushar Agrawal a student of BBA from School of Business, Galgotias University, Greater Noida has completed Internship successfully from 14th June to 31st July 2021. During this period, he has shown good interest in the assignment/works given to them and worked hard. Students have worked during internship period on following project/industrial problem under the guidance of MS.MUSKAN RAGHAV Industry has spent Rs. .NIL*** amount on their ideas/industries problem, which they have successfully implemented.

From Pioneer Management Consultant Pvt Ltd



Abhishek Chaudhary
Manager - Business

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Savings to Industry Certificate

Dear Tushar Agrawal,

This is to certify that Tushar Agrawal a student of BBA from School of Business, Galgotias University, Greater Noida has completed Internship successfully from 14th June to 30th July 2021 During this period, he has shown good interest in the assignment/works given to them and worked hard.

Students have worked during internship period on following project/industrial problem under the guidance of

Ms.musksn raghav

During their tenure of internship, they were hard working and focused on activities assigned to them. Project work submitted by them has the potential to save cost up to Rs. 1 lakh/year. Also, they were entitled for nil per month along with canteen, transportation & accommodation facilities.

From Pioneer Management Consultant Pvt Ltd



Abhishek Chaudhary
Manager - Business

Pioneer Management Consultant Pvt Ltd

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