

SUMMER INTERNSHIP PROJECT

On

**“A Study On Market Size Of
Order Your Services “**

**Submitted In Partial Fulfillment Of The
Requirement For The BCH Degree**

By

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Under the supervision of

Dr. Upasana Singh



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RAJASTHAN, INDIA

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DECLARATION

I Manish Kumar Jangid hereby declare that the work presented on this project "A study on Market Size of (Order Your Services)" submitted to JK Lakshmipat University is an authentic record of work and it has neither been submitted nor published anywhere.

I further declare that if the statement cited above found false, I would be liable to be disqualified.

Manish Kumar Jangid

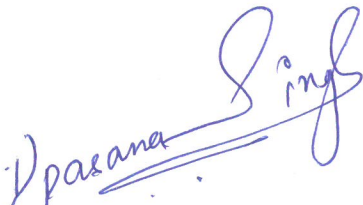
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Guide Certificate

This is to certify that Manish Kumar Jangid has completed his summer internship at Order Your Services, on the topic "Study On Market Size".



Dr. Upasana Singh

(Faculty Coordinator)

Dated – July 15, 2018

Ref. no. ATPL/JLU01/18-19



arden

Certificate of Internship

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Manish Kumar Jangid** has successfully completed eight week training at **Arden Telecom Pvt. Ltd.** as a management intern from **May 15, 2018 to July 15, 2018.**

He worked on "**Marketing Research of Order Your Services**" under the guidance of **Akash Agrawal**, whose details are given below:-

Mentor/Guide Name: Akash Agrawal
Position: Business Development Manager
Email Address: akash@ardevstetel.com & akashagrwal0601@gmail.com

We found him sincere, hardworking, technically sound and result oriented. He worked well as part of a team during his tenure.

We take this opportunity to thank him and wish him all the best for his future.

For Arden Telecom Pvt. Ltd.
Neha Sengar
Authorized Signatory

ARDEN TELECOM PVT. LTD.
4/251, Opp. of SBI Bank
SFS Mansarovar
JAIPUR, Rajasthan-20
Ph: 0141-4501901

Order your services is a subsidiary of Arden Telecom Pvt. Ltd.
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Acknowledgement

Words cannot express the extent of indebtedness, but I still wish to express my deep sense of gratitude to all the people who helped me in the completion of this project report.

First I would like express deepest gratitude to my project guide Mr. Akash Agrawal for providing me guidance, encouragement and contractive criticism for solving intricate problems faced during the project completion.

I am also thankful to all the respondents who have given their precious time to fill the questionnaire patiently and informatively. Without their support it would not be possible for me to complete this project.

Manish Kumar Jangid

Executive Summary:

Every organization need to do research of its respective market and as well as the competitors market.it helps to know about the market current situation and also provides us a road map, to how to move on according to its customer needs. The research helps a lot in building strong marketing strategies to make sure that the firm grows smooth and sustain its current position in the market. All of this work above was in my duty to be performed in the internship.

Introduction

Marketing

Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.

Marketing Strategies:

Marketing strategy is a section of your business plan that outlines your overall game plan for how you'll find and attract clients or customers to your business. Sometimes marketing strategy is confused with a marketing plan, but they are different. Your marketing strategy focuses on what you want to achieve for your business and marketing efforts. A marketing plan details how you'll achieve those goals.

A good marketing strategy incorporates what you know about how your business fits into the market and the 5 Ps of marketing to develop techniques and tactics that will achieve your marketing objectives.

When is a Marketing Strategy Developed?

The marketing strategy is created before you start your business. You can't effectively market without understanding how your business fits into the marketplace, your competition, how you'll compete, and what you need to achieve (i.e. sales numbers) to reach your financial goals. Then, you use what you've learned to create your marketing plan, and start your business.

Like a business plan, marketing strategies can be fluid, changing as needed to improve your results. Once your business is operational, you'll need to assess and adjust your marketing strategy from time to time to account for changing market conditions, shifts in demand, and other factors that impact your sales, as a result of your market research activities and performance of your business.

How to Create a Marketing Strategy

Before writing your marketing strategy, you need to know how your product or service benefits others and how it's unique (unique selling proposition) to other businesses in the marketplace. Further you need to do market research to understand your competition, your target market, and other factors that will impact your ability to reach and entice people to your business.

Once you have your research, you can write your marketing strategy incorporating the 5 Ps of your marketing mix:

Product: What you selling? What are the physical attributes of your product or uniqueness of your service? How is what you offer different from your competitors and what benefits does it provide your customer?

Price: What will it cost to get your product or service? How does it compare to your competition? What will your profit margin be by selling at that price?

Place: Where will your products and services be available for purchase? This is beyond having a home office, and instead should be where consumers are able buy. If you're in multiple places, you should work to calculate the percentage of sales from each place. For example, what will your Internet marketing strategy be? What is your sales strategy? How will the transaction take place, what is the cost of getting the product or service to the consumer/client, and what will be your refund/return policy?

Promotion: How are you going to let the market know about your product or services? How will you tell them about the features and benefits you provide to entice them to check out what you offer? What marketing tactics will you use and what do you anticipate will be the results of each method? Include information about any incentives or coupons you'll use to attract business.

People: This is a newly added "P" to the marketing mix, and is important if other people are involved in helping you create or deliver your product or service. Who are these people (i.e. sales people, virtual assistants) and what do they do (i.e. sales calls, customer service)? What is their level of training and/or experience in providing help to your business?

When writing your plan, be specific, using detailed steps, visuals, and budget projections. Keep your brand (your promise to the customer) in mind so that your marketing strategy fits with what you want the customer to experience when doing business with you. Be sure to refer to your marketing strategy as you develop, assess, or change your marketing plan.

If you're using a business plan to get a loan or generate angel investors, the marketing strategy and marketing plan will be essential elements to your success. Along with a quality product or service, sources of financing also want to see that you understand and have a plan for reaching your market.

1. Paid advertising

This includes multiple approaches for marketing. It includes traditional approaches like TVCs and print media advertising. Also, one of the most well-known marketing approach is internet marketing. It includes various methods like PPC (Pay per click) and paid advertising.

2. Cause marketing

Cause marketing links the services and products of a company to a social cause or issue. It is also well known as cause related marketing.

3. Relationship marketing

This type of marketing is basically focused on customer building. Enhancing existing relationships with customers and improving customer loyalty.

4. Undercover marketing

This type of marketing strategy focuses on marketing the product while customers remain unaware of the marketing strategy. It is also known as stealth marketing.

5. Word of mouth

It totally relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in business world. When you give quality services to customers, it is likely that they'd promote you.

6. Internet marketing

It is also known as cloud marketing. It usually happens over the internet. All the marketing items are shared on the internet and promoted on various platforms via multiple approaches.

7. Transactional marketing

Sales is particularly the most challenging work. Even for the largest retailers, selling is always tough especially when there are high volume targets. However with the new marketing strategies, selling isn't as difficult as it was. In transactional marketing the retailers encourage customers to buy with shopping coupons, discounts and huge events. It enhances the chances of sales and motivates the target audience to buy the promoted products.

About The Organization

Order Your Services (OYS) is the best home services providers in Jaipur, India. Our main motive is for the most part to convey the best services to client and also increased best client experience, a position we have picked up by being inventive, solid and client friendly. OYS is the best platform to provide all electronic and home repairing services.

Vision

Our vision is to accomplish worldwide best electronic home based services. Our services include- Laundry, electrician, carpenter, plumber, painter, physiotherapy, grocery, fruits & vegetables and to-let services etc. Once you get connected with the order your services then you get the rid of every day's problem. In daily life everyone have the common problems and we are the one stop solution to get rid for any issues.

Mission

We have big team of all type of home services providers who will offer you solution for every home service. So just turn around in your home and know that many things require a service like cleaning or fixing. We have the staff with passionate working people to make a difference in the lives of people. We onwards the best home services providers in Jaipur and offer the services till the satisfaction of the customers.

Objectives:

- 1. Formation of marketing strategy .**
- 2. Analysis of market penetration of Order your services.**
- 3. Analysis of competitors position.**

Methodology

Data collection:

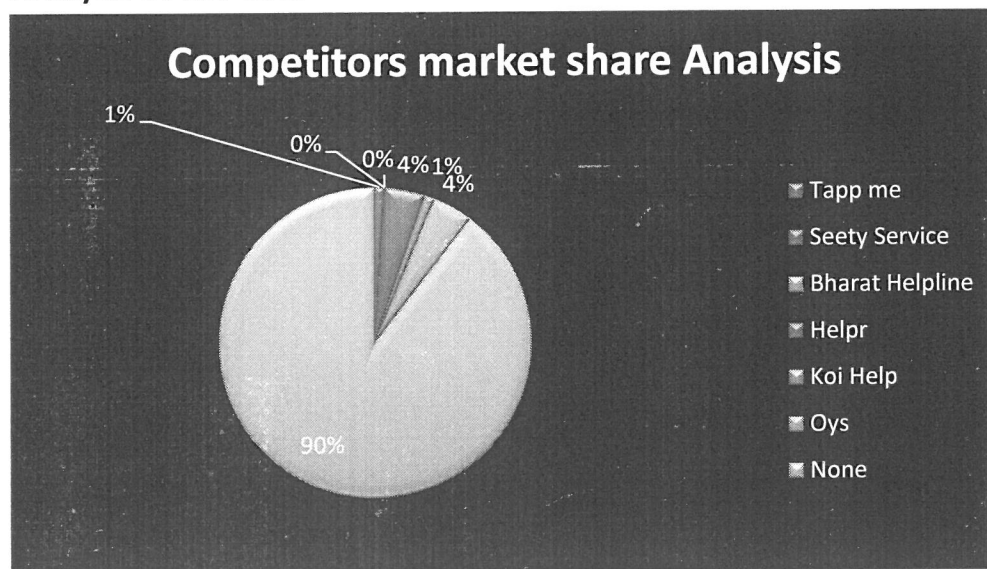
The data for the analysis were collected as a primary sourced of collection.

The data was collected in the form of questionnaires by visiting the locality and public places.

Data were all summarized.

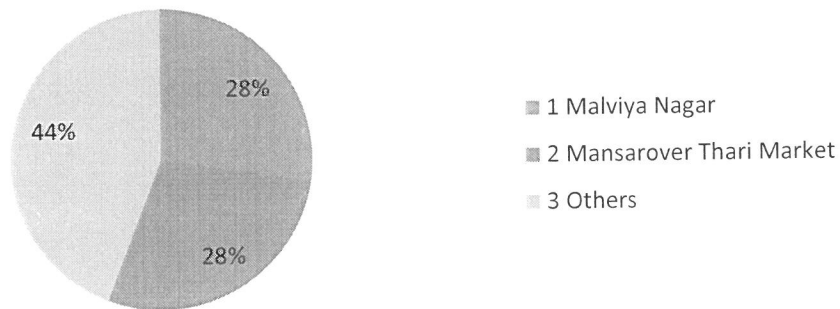
Analysis

Analysis of the data



The above Pie charts represents the competitors and OYS share in the market and as per the pie chart still the 90% of the market is left out for which we can make the strategies and capture them as our market.

Analysis of Respondents area



The above Pie chart represents the Area where the respondents were filled, this shows the keen interest of the market area for our services, the area which showed the most interest was Mansarovar and Malviya Nagar.

Percentage of different Respondent profession



The above Pie chart represents the profession of the respondents, that what profession do they belong to, and as per the chart we can say that people who are going to use our products are of the business sector.

Age of the Respondents



The above chart shows the age of the respondents who are going or are interested to use our services.

Suggestions and Recommendations

The left over 90% area should be covered as per the data collected and also keeping in the mind of the competitors strategy.

The company can also use the marketing strategies that were formed.

The company should target the Malviya Nagar and Nirman Nagar as they are the most potential market.

Annexure

Questionnaires Formation

A Order Your Services (OYS)

Q.1 What is your Name

Q.2 Contact

Q.3 Mail I'd

Q.4 What is your Age?

- ☐ 15-25 ☐ 25-40 ☐ 40-60 ☐ 60 above

Q.5 What is your profession?

- ☐ Business ☐ Government Service ☐ Private service
☐ Any other

Q.6 Where do you live?

Q.7 Have you already use any service from the same segment?

- ☐ Tapp Me ☐ Seety Service ☐ Bharat Helpline ☐ Helpr ☐ Koi Help

References

www.orderyourservices.in/

Google.in