



Summer Internship Project
Report on
Business Development &
Influencing customer buying
preferences in offline sale channel

Submitted by: Nishant Yadav

DECLARATION

I Nishant Yadav, A student of JK Lakshmipat University. Hereby declare that the presented Internship Report titled “**Business development and influencing customer buying preferences in offline sale channel**” uniquely prepared by me after the completion of 7 Weeks of Internship in the “**Mea Ame Private Limited**” under the supervision and guidance of Dr. Sameer Mittal.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation

The soft copy with details is identical to the hard copy, which is going to be submitted. I also acknowledge that I am aware of the University’s policy and regulations on honesty in academic work, and of the disciplinary guidelines and procedures applicable to breaches of such policy and regulations, as contained in the University

Nishant Yadav
2018BB

CERTIFICATE



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Nishant Yadav has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into mea ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,
Piyush Chhabra
Founder & Director

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Acknowledgment

I am thankful to everyone at Mea Ame for providing me the opportunity to work for 7 weeks dated from June 1, 2020, to July 19, 2020. I worked on a project of **“Business development and influencing customer buying preferences in offline sale channel”**.

Where I analysed the social outreach and Social presence of Organic Smokes on different Market Platforms. Which is an important factor to be examined with the web pages of Mea Ame to collect the Insights/Outcomes for better Interpretation of the Result while Decision Making. I would like to show my gratitude to my Mentor Mr. Aashish Mittal for helping me in learning a new skillset and function related to Marketing, without his supervision it wouldn't be possible to complete the project and deliver the desired results. The discussions and conversations with the Supervisors and Experts at Mea Ame helped me to look at things differently with new perspectives.

Mr. Aashish gave me in-time valuable instructions in the field. I also would like to express my gratitude to Mr. Piyush Chhabra for his enthusiastic encouragements and precious instructions during my internship period. He gave me feedback on my research and helped to organize an Insight full presentation in which I could present my ideas and achievements to others.

In short, I would like to thank Mea Ame, for introducing me to this great opportunity in which I have developed myself in total: academically, professionally and socially.

Yours's Sincerely

Nishant Yadav

Place: Charkhi Dadri, Haryana

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PROJECT SUMMARY

For any Start-up, the service quality is very important to satisfy the needs of the clients and also to deliver the services in the best possible time is another challenge.

I started my Internship in Mea Ame under “**Business development and influencing customer buying preferences in offline sale channel**”. I was assigned to the **Sales Execution(Marketing)** team. Where I did the different task assigned to me. As I am always keen to learn about marketing, they provide me a different task to increase their social outreach. As I went in the company it was a great time for me as they greeted me well and also include me in their day to day discussion and also Mea ame is a great start-up where I came to know about the cigarettes which I never heard the names and also get to know how to increase the social reach of the business around the world. As I was very keen to learn new things about marketing, they provide me that platform.

OVERVIEW

About Company

MEA AME PRIVATE LIMITED

Mea Ame Private Limited is a private company incorporated on 13 April 2018. It is classified as Non-govt company and is registered at Registrar of Companies, Delhi. Its authorized share capital is Rs. 900,000 and its paid-up capital is Rs. 900,000. It is involved in Business activities n.e.c.

Mea Ame aims at sweetening the life of human beings by providing health and wellness products that are organic in nature. They believe that science and spirituality are interconnected and work on both aspects of wellness by creating concepts, not products.

Over the years, the team have invented & patented technologies in the above fields and demonstrated the ability to create new products that have redefined the health of human beings with its exclusive products.

They aspire to extend the life of otherwise finite natural resources by creating enormous value from natural Ayurveda products instead of life-threatening tobacco.

OBJECTIVES

- What Influences customer's buying preferences in offline sale channel.
- What activities can be done to pursue strategic opportunities for a particular business or organization.

METHODOLOGY

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, interview/questionnaire method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different group of people including student, employee and unemployed, housewives, etc. are considered as sample for the study.

Sample size: Determining the size of sample that is needed for a particular piece of research. For this research 60 sample size is taken for the interviews. From this sample size the calculation of simple percentages for each variable is done.

DATA ANALYSIS

CUSTOMER'S PREFERENCES

According to Survey, consumers are more towards Online Shopping than Offline shopping, 67% of survey participants consider Online Shopping as their future whereas 33% want to stay in the same Offline Market in their future.



Figure -1 CUSTOMER'S PREFERENCES

COST FLUCTUATION

When we do shopping what we observe is that in maximum cases, when we are shopping in Offline Market we don't ask for a proper bill from the sellers which automatically leads that, that particular amount went into sellers black money. But that's not the case while we are shopping Online, there is a 100% assurity of receiving a proper bill in the packet with the product, here we can see nothing lead to black money of seller. So the point of concern was Will digital marketing bring a decrease in cost fluctuation (black money) in market. As per the study, we seen that maximum number of people agree to it as 84% of participants voted yes and 16% of them voted no.

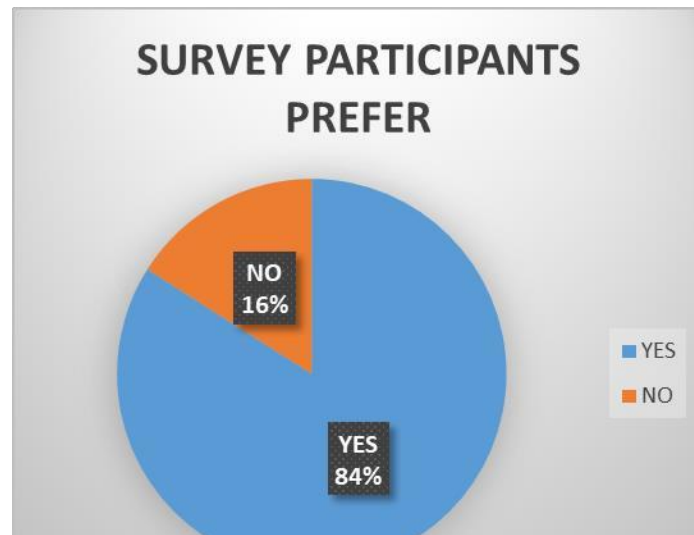


Figure-2 COST FLUCTUATION

WHAT ATTRACTS MORE?

We repeated the same question, knowing about the consumer's preference of Online Market or Offline Market by changing their view; we gave them a condition for answering the same. Our question to them was what attracts you more towards a product buying its Physical displays (Product displayed in front of your eyes in store) or Virtual Display (image of the product on your computer screen or phone screen).

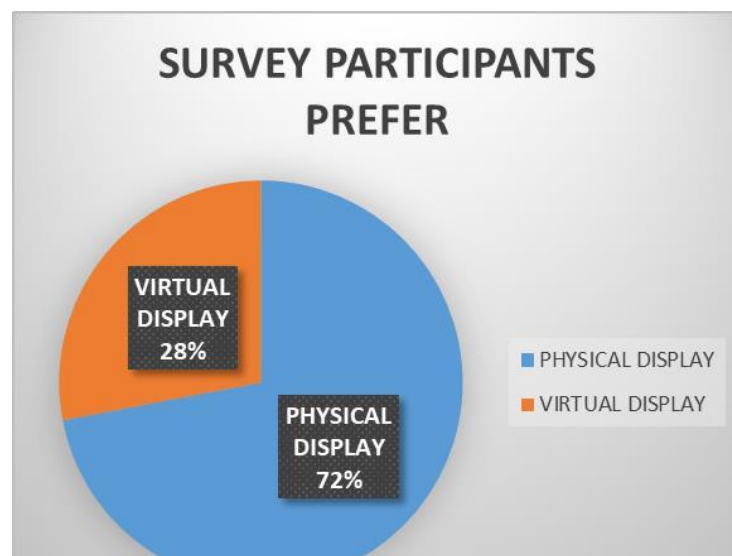


Figure-3 WHAT ATTRACTS MORE?

EMPLOYMENT POSSIBILITIES

Among both the future options Offline Market as well as Online Market which has the capability of bringing more and more employment options for the future generation. Participants view on this is such that 68% of them say Online Market has such capabilities whereas 32% of participants voted for Offline Market.

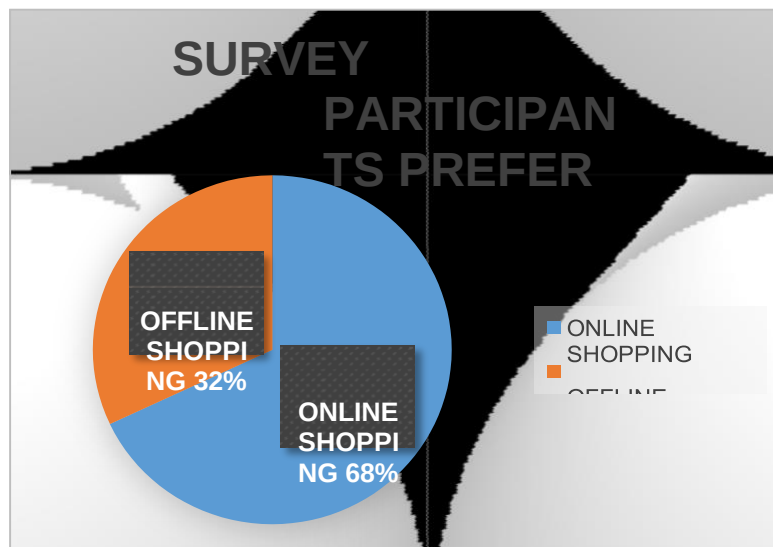


Figure-4 EMPLOYMENT POSSIBILITIES

CONSUMER SATISFACTION

The major reason behind the success of Online Market is that it saves time, but we tried to make consumers view on the other side of the coin too. If we talk about only buying a product yes Online Market is less time Consuming as roaming around from one store to another is more difficult than roaming throughout different websites. But if we ask you about what take more time from buying a product to its services and exchange process, undoubtedly Online Shopping is more time consuming, the same is the thought process of maximum number of participants

As 53% of participants voted -yes where as 47% disagree to this.



Major Issues

- The most probably issue was Impact of Covid 19
 1. Retailers and Distributors don't want to Invest on new Products because of high loss in lockdown.
 2. Maximum 5 Shops are covered in a day for distributing samples because of social distancing, High gathering of customers and the timing (10am to 4pm) for shops in market.
- First Mover Advantage is also a main issue because a regular customer does not demand for a new product in case of cigarette.
- Retailers and Distributors demand more quantity of samples.
- Retailers and Distributors deny paying advance money for an order.
- Product Delivery Services was very slow.
- Goodwill was also a main issue because now a day's customer purchase product by seeing goodwill of its company in Market.
- Retailers and Distributors were also confused whether the product will run in market or not.
- Prices are high acc. to Distributors
- Customers are not likening the taste of cigarette mainly mild and menthol

RECOMMENDATIONS AND

OBSERVATION

The particular survey conducted is been conducted at a very small scale, so the further recommendations for this is that, it can be performed at larger scale and ratio between females and males; and between different age groups need to be calculated, as different gender and people of different age groups can have different thought processes for the same

Suggestions to Tackle the Issues

- The Process of Sales Execution Should is started in a fair environment.
- Advertisement
- Recognize your Strengths and Weakness.
- Tackle your prices.
- Improve product quality.
- Improve delivery service.
- Give new offers for retailers and distributors.

CONCLUSION

As a part of the academic requirement and completion of a BBA program, I have been assigned to complete my internship report under the supervision of MEA AME and guidance of Mr. Aashish Mittal. The Experience I gained during my internship period was very valuable. Working with different people on a different type of projects was a life-changing experience for me. I had to observe competitors', their Marketing activities to make this business which was great learning's for me. All the Learning's that I had and the skills that I learned about Ideas Implementation and business execution gained while working at MEA AME that are now also relatable with my academic learning's. All these bits of knowledge that I have gained by working 6 weeks, I can surely carry for the rest of my career.

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