

A
Summer Internship Project Report
On
"Brand Selling and Persuasion"
At
JK Lakshmipat University, Jaipur
By
Satyam Saxena
(2016BCH008)

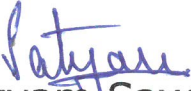


Under supervision of
Dr. Manoj Kumar Bhatia

Institute of Management
JK Lakshmipat University
2018

DECLARATION

I hereby declare that the project work entitled "Brand Selling and Persuasion" submitted to JK Lakshmipat University, Jaipur is recorded of an original work done by me. This project work is submitted in partial fulfillment of the requirements for award of the degree of The Bachelor of Commerce with Honors. It is not produced or published anywhere else for award or any degree.


Satyam Saxena

B.Com.(Hons.)

Dated: 23.07.2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Satyam Saxena S/O Shri Ravindra Kumar Saxena, having Enrollment No. 2016BCH008 a student of B.Com (Hons.) – IV semester (II year) of JK Lakshmipat University, Jaipur has undertaken summer training in our university from 1st May, 2018 to 30th June, 2018 on the project titled “Branding strategy of JK Lakshmipat University” under my guidance.

To the best of my knowledge, the study undertaken by him is original and is not replicate in any research paper, report or literature.

During the training period, we found him sincere and dedicated in his assignments.

We wish him all the best for his future endeavors.

Regards



Arihant Jain

Manager – Students Affairs

CERTIFICATE

This is to certify that Satyam Saxena, student of B.Com. (Hons.) V semester, Institute of Management, JK Lakshmipat University has undertaken his summer training at JK Lakshmipat university. The topic titled "Brand Selling and Persuasion" under my guidance. His summer training report is record of bona fide study. It is not published anywhere or replicated for award of any degree.


Dr. Manoj Kumar Bhatia

(Faculty Guide)

ACKNOWLEDGEMENT

The internship opportunity I had with JK Lakshmipat University was great chance for learning and professional development. Therefore, I consider myself as a lucky individual as I was provided with an opportunity to be a part of it.

I express my deepest thanks to Mr. Arihant Jain Manager in Student Affairs (JK Lakshmipat University Jaipur) for taking part in useful decision & guidance and arranged all facilities to make life easier. I chose this moment to acknowledge his contribution.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Dr. Manoj Kumar Bhatia (Faculty Guide) for his careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills as knowledge in the best possible way and I will continue to work on their improvement, in order to attain a desired career objective. Hope to continue corporation in future.

Satyam Saxena

B.Com.(Hons.)

CONTENT

1. PROJECT SUMMARY
2. INDUSTRY OVERVIEW
3. COMPANY OVERVIEW
4. OBJECTIVES
5. METHODOLOGY
6. OBSERVATIONS
7. SUGGESTIONS
8. REFERENCES

PROJECT SUMMARY

PROJECT TITLE OF INTERNSHIP

"BRAND SELLING AND PERSUASION"

SUMMARY

I have done internship in JK Lakshmipat University under the supervision of Arihant Jain (industry guide) on the project titled as BRAND SELLING AND PERSUASION. Under the supervision of my industry guide and his team I have improved my communication skills and how to deal with customers.

This topic which is selected by my industry guide and my faculty guide is because this is what I have done throughout the internship the work that I have done is how to sell your brand and how to persuade the customers so that they can get impressed by you.

The work that I have done is basically calling those students who have recently completed their higher secondary education and on the data of those exams through which students used to find collages for the courses they are in. All the data is provided by my industry guide and his team and I have to call to those students and tell them about our university the courses that are offered here and all the details they need to know about the university and after that if they are

interested then I share all the details to my industry guide team our I directly go for further proceedings.

I have also used different methods so that more and more students can get to know about the university and we can also get more data to contact with the students who are searching for the collages in this year and then we contact them we tell them about our university and make them comfortable so that they can take admission and after that I call them to our university do a campus visit with them and then I handed over to the admission department for further proceedings.

I had a good experience in this internship and with the help of my industry guide Mr. Arihant Jain and his team first time I have seen how the work is done in office and how you should behave and talk with your teammates. The environment was good and all the difficulties that arise were resolved by them.

INDUSTRY OVERVIEW

Industry profile

J.K. Organisation is multinational group head-quartered in India with a heritage of more than 125 years. The Group has multi-business, multi-product and multi-location operations, with its foot prints in various countries across the globe. It has overseas

manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE.

Products of the JK Group have a strong brand recall and enjoy a significant market share in their respective segments. The strong brand equity of the Group has been built through use of latest technologies, continuous research & development and innovation. The Organisation has set up highly reputed Research and Development Institutes in various fields.

Their Strength

- Presence in every corner of India
- Nationwide sales and service network of over 10,000 distributors and a large number of retailers and service centers
- Strong global presence with manufacturing and outsourcing arrangements at strategic hubs across the globe
- More than 75 offices across the globe including manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE
- Exports to over 100 countries across 6 continents.
- Modern manufacturing facilities with latest standard certifications
- Production process sensitive to Environment and Ecology
- Strong focus on Green Technology and Energy Conserving systems
- Product-development driven by innovation and excellence
- Socially responsible corporate with symbiotic relationship with society

Their Vision & Values

They Are

- A dynamic business organisation
- A Socially-valued conglomerate

Their Core Values

- Caring for people
 - Integrity, openness, fairness & trust
 - Commitment to Excellence
-

Founders

Lala Juggilal Singhanian

(1847-1922)

Lala Kamalpat Singhanian

(1884-1937)

JK BUSINESSES

Main Business



[JK Tyre & Industries Ltd.](#)

The company has been the pioneers of radial tyres in India and is currently the market leader in Truck/Bus radials in the domestic market. With 9 plants in India and 3 plants in, Mexico, JK Tyre caters to all segments starting from farm to off-roaders and exports to more than 100 countries across the world. With state-of-the-art production facilities JK Tyre produces more than 35 million tyres, annually.



[JK Paper Ltd.](#)

Established in 1962 JK Paper is the leading player in office paper, coated paper and packaging board segments. With two major integrated Pulp and Paper Mills at Rayagada (Odisha) near the Eastern coast of India and Songadh (Gujarat) on the West coast, the company has a combined capacity of 4,55,000 tons annually.



JK LAKSHMI
C E M E N T

[JK Lakshmi Cement Ltd.](#)

Ever since its inception JK Lakshmi Cement has been an industry out-performer. It has established itself as top rung cement manufacturer meeting the country's infrastructure needs with a wide range of world class construction products including multiple grades of cement to build runways, highways and the dream houses for the people of India. It has also been producing eco-friendly products which shortens construction time and enhances project sustainability.



JK Fenner

[JK Fenner \(India\) Ltd.](#)

J.K. Fenner India has maintained its leadership position in Industrial and Automotive transmission products for over 60 years. Technology and innovation are the key focus areas of the company and is well prepared to meet the challenges ahead in maintaining its leadership position. It has won several awards and accolades for its performance in best business practices, commitment to customers, plant certifications and product quality.



Umang Dairies Ltd.

Umang Dairies Limited (UDL) produces and markets skimmed milk powder, pure ghee, a range of dairy whiteners and premixes, compatible with tea & coffee vending machines. It manufactures and packages liquid milk in poly pouches for retail and institutional customers under the umbrella brand JK Dairy.

Other Business



Global Strategic Technologies



JK Agri Genetics Ltd.



JK Insurance Brokers

Company overview

Established in 2011, JK Lakshmipat University (JKLU) is located in the historic city of Jaipur, Rajasthan. Supported by the 125 years old legacy of contributions to nation building by the JK Group, at JKLU they are passionate about building the country's most innovative higher education institution. The 30-acre campus is a modern, environmentally conscious and inviting space designed to help students live, work and play in a setting that is safe, productive and student-centric.

As the world of business and jobs changes rapidly, they are evolving to make their students not just job ready but also life ready, to help them see learning as a continuous process and to become future-ready professionals with 21st century skills.

They are re-imagining education, embedding it with entrepreneurship and dynamism and seeding it with curiosity and technology. Their rigorous pedagogy, committed faculty body and stellar Academic Advisory Board ensure that our curriculum, teaching methods, and learning outcomes are preparing their students for the future.

Their application-based learning model focuses on providing opportunities to learn-by-doing- through their state-of-the-art labs, Practice Schools, Centre for Entrepreneurship & Innovation, immersive internships and constant industry interface. They believe that exposure to multidisciplinary

perspectives such as learning from the Liberal Art is as important as building expertise in core technical and management domains.

The holistic development of a student is, however, incomplete without the focus on professional development. Through their Centre for Communication & Critical Thinking and a dedicated Career Services team, they are committed to the development of their students.

Their Vision

To encourage a value based innovative learning environment that engages deep intellectual, spiritual and moral stimulation and to promote holistic personality development for nurturing leadership.

Their Values

1. Caring for people.
2. Integrity including intellectual honesty, openness, fairness & trust.
3. Commitment to excellence.

Their Mission

JK LakshmiPat University is promoted by the JK Organisation, one of India's leading industrial conglomerates, with a rich heritage of more than 125 years. Through the LakshmiPat Singhania Education Foundation and other non-profit entities, JK

Organisation has been strongly committed towards nation building, particularly through their contributions in the fields of Education, Healthcare, Social Welfare and Infrastructure Development both in rural and urban areas.

The University is inspired by the vision of the Organisation's key architect, Lala Lakshmipat Singhanian – a visionary, a pioneer, an entrepreneur and a humanitarian. A leader of outstanding quality, Lala Lakshmipat Singhanian considered higher education and management skills essential for the growth and development of the Indian industry and economy, both domestically and globally

He's believed in seeking "a society which is proud of its past, conscious of the present and full of hope for the future – a society in which every citizen would be equally conscious of his rights and responsibilities". Inspired by his noble vision, JK Organisation, through the Lakshmipat Singhanian Education Foundation, continues its mission of spreading education across the country with special emphasis on providing quality education to the masses.

Courses offered

BTECH

MTECH

BBA

B.COM (HONS)

PINNACLE MBA

PHD

Top recruiting companies

CENTRES

Entrepreneurship & Innovation (CEI)

The Centre for Entrepreneurship & Innovation of JKLU is driven to ensure that smart student-led business ideas and promising ventures get the support and patronage they deserve and need. The Centre will proactively build a culture of mentorship and incubation that is so critical to entrepreneurial success.

Centre for Communication and Critical Thinking

The Centre for Communication and Critical Thinking (CCCT) at JKLU is a space that helps in creating this cadre of professionals that are gearing up to be problem solvers of tomorrow. It is one of the many innovations in technical and management education at the University and plays an important part in the learning journey of our students.

OBJECTIVES

The main objective of this internship is to increase the outreach of JK Lakshmipat University across students who are willing to pursue the courses that are offered in university and telling about the course outline, their teaching pattern in which they used to teach their students and more about their university to increase their number of admissions for the betterment of students

METHODOLOGY

There are several methods that are used in the process of admission in JK Lakshmipat University so that they can collect more data of students who are searching for collages in this year some of the are :-

Collecting data from school

Collecting data from school of those students who have recently appeared in class 12th examination. It's easy to get details and contact them to inform them about our university and the courses offered by them.

Advertising

Advertising is the best method used by them because most of the students who have taken admission are from here. They have used various types of advertising that are used by them like

- a. Newspaper Advertising: - This method is used by university to advertise them in newspaper because everyone used to read newspaper and when they will see their advertisement they will get to know about the university and they will contact us.
- b. Radio Advertising: - This method is used by university to advertise them in radio so that if someone is listening FM then he will also get to know about university.
- c. Online Advertising :- This method is very effective method used by university to advertise them and make people know about them because everyone uses internet and when they will use it a popup will arise in which all the details are given about university.

Organizing events

Organizing events in various states or cities where university thinks they can bring students in their university and convinced them to take admission in their university.

Education Fairs

Participating in education fairs that were held in different cities because students who are searching for colleges to take admission visit there with their parents and see colleges that have also participate there to gain more students for their university.

Personal sources

Collecting data from personal sources.

OBSERVATIONS

While working in university for 2 months I have observed many things that can help you to work in corporate companies and what type of difficulties can arise and how you can overcome from them.

The things that I want to learn from them is how to communicate with customers how to sell your product and how to resolve their problems that arises so that they get convinced by us and they think that this college is suitable for their child and they are ready to take admission.

The one thing that I observed clearly is that if you want to work in any organization then all you need is to prove you by working hard and then all other things come.

My experience with this university is great there are many things that can help me in my overall development and these help me to reduce my public fear in front of audience and many other things that were improved inside me.

SUGGESTIONS

According to me this university has a potential to become the best university In India but all they need is to improve their marketing process. The process they are using is not bad but they should focus more on online and newspaper marketing which will help them in getting better results.

According to me what I have seen is that university is not known by local people in Jaipur because they have not done marketing at their level best they are always trying to change their pattern of education the way they are teaching which should be stable for some time they should focus on promotion of their university in Jaipur and other cities from where the ratio of their students is more and there are more chances to get admission from there and one more problem is that there is a huge gap of communication in their team which effects the process of communication.

My suggestions for this university is that they should resolve all the miscommunication that were held at that particular period some strict actions should be taken and then collectively start the admission process for the next year.

REFERENCES

www.jkorg.in/

www.jklu.edu.in/