

Summer Internship Project Report

On

INCREASING BRAND AWARENESS AND HANDLING STARTUP OPERATIONS IN THE TIMES OF POST COVID19

BY

MITHALI SAINI

Roll No- **2018BBA023**



Under the Supervision of

Dr. SAMEER MITTAL

(Submitted in partial fulfillment of the requirements for BBA degree)

**Institute of Management
JK Lakshmipat University, Jaipur
(2019-2020)**



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

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

She 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.

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

Furthermore, from the time She joined us, we found her getting along well into mea ame culture and values.
We wish her all the very best for a successful career ahead.

A handwritten signature in black ink, appearing to read 'Piyush'.

Best Regards,
Piyush Chhabra
Founder & Director

mea ame private limited

B-V-158-A, M.C. NO.1259-60, Kami Road, Sonapat, Haryana, India 133001
Contact : +91 7078000008 || Email : info@meaame.com || Web : www.meame.com

DECLARATION

I am Mithali Saini, a second year BBA student at JK Lakshmipat University, Jaipur. I hereby declare that the presented Internship Report titled “**Increasing Brand Awareness and Handling Startup operation in the times of post Covid19**” prepared for MEA AME Pvt Ltd, Delhi has been prepared by me after completing a 6 Weeks Internship in the “**Sales and Business Development Department**” under the supervision and guidance of **Mr. Rahul Bhalla** at MEA AME. I also confirm that the report is only prepared for my academic requirement, not for any commercial purpose. It might not be used with the interest of the opposite party of the corporation

Mithali Saini

2018BBA023

Date: 15-07-2020

Signature: MITHALI SAINI

CERTIFICATE

It is certified that the Summer Internship Report Titled **Increasing Brand Awareness and Handling Start-up Operations in the times of post COVID19** submitted by **Mithali Saini** is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide
(Dr. Sameer Mittal)

ACKNOWLEDGEMENT

An individual cannot do project of this scale. I take this opportunity to express my acknowledgement and deep sense of gratitude to the individuals for rendering valuable assistance and gratitude to me. Their inputs have played a vital role in success of this project and formal piece of gratitude towards people who have helped me in the successful completion of my training.

I would like to wish my sincere thanks to my project guide **Dr. Sameer Mittal** Assistant Professor, Department of Management Studies for his keen interest and giving valuable guidance at every stage of this project. Later on, I would like to confer the flower of acknowledgement to the company guide Mr. Rahul Bhalla who is my external guide.

I take this opportunity to thank all respondents who spared their precious time to provide me with valuable input for project without which it would have not been possible.

I finally believe that there is always a scope of improvement. I welcome any suggestions for further enriching the quality of this report.

Mithali Saini

Contents

Serial no.	Topic	Page no.
1	Project Summary	9
1	Industry and Company overview	10-12
2	Objectives	13
3	Research Methodology	13
4	Analysis	13-24
5	Observations and Discussions	25
6	Recommendations	26
7	References	27
8	Appendices	28-30

List of Figures

Serial No.	Topic	Figure No.	Page No.
1	Percentage of people using competitor's product	1	13
2	Association of people with Mea Ame products	2	14
3	Factors affecting dealers to sell Mea Ame products	3	15
4	Percentage of people preferring competitor's promotional activity	4	16
5	Percentage of people perception on Mea Ame product quality	5	17
6	People's consideration for Mea Ame delivery activity	6	18
7	Percentage of people consideration for Mea Ame pricing policy	7	19
8	Percentage of people considering as a good advertisement for promotion	8	20
9	Percentage of people attracted towards promotional activity	9	21
10	Percentage of people rating Mea Ame product	10	22

Project Summary

The report contains the study on MEA AME Organic Cigarette. This report gives and overview about the company. The methodology adopted for the study was through a primary data i.e. through phone call, which is targeted to the different dealers of the cigarette, grocery store and pharmacies. The data collected from the different dealers was analyzed thoroughly and presented in the form of charts and tables.

M.EA AME must advertise regularly and create brand value for its products and services. Its competitors like Nirdosh Herbal, Nicotex, Nirvana Herbal, Aarogyam Herbal use television advertisements and hoardings to promote their products. Advertisement is the key for a successful business as it is the best way to convey and convince for the product and attract and capture more and more of market for better growth and to exist in today's dynamic environment.

Most of the dealers of MEA AME are dealing either from 4-7 years or more than that. Company policy is one of the major criteria due to which dealers deal with MEA AME PVT LTD. Advertisement has a scope of improvement.

INDUSTRY AND COMPANY OVERVIEW

India is the second largest producer and third largest exporter of tobacco in the world. The tobacco industry provides employment to ~46 Mn people. With the evolving facilities provided by the Tobacco Board of India, the market has recorded a total (manufactured and unmanufactured tobacco)

Over the years, tobacco has become an essential part of the Indian socio-cultural environment, especially in the eastern, northern and north eastern parts of the country. A relatively higher income growth compensates for the increasing price of cigarettes, leading to greater consumption. Moreover, societal influences such as peer pressure also aids in driving the demand for tobacco products. These are the crucial factors propelling market growth.

People are investing more in the organic cigarette industry, considering the rise of the smoking habits of people. It has made the franchisors to innovate with various natural ingredients, in order to bring out something constructive, in order to boost their sales. After various innovations, this industry is expected to become one major industry.

The entrepreneurs claim that the industry has a lot to offer as it would be health-friendly, which can provide people with the same satisfaction they experience, along with being healthy.

Entrepreneurs believe that organic cigarette industry will contribute to a healthier lifestyle, where products are nicotine free. Therefore, they are eliminating the addictive property of nicotine by blending natural herbs that are 100 percent healthy. Franchisors are aiming to make it a reliable substitute for tobacco.

HISTORY

The purpose of MEA AME company is to sweeten the life of human being by providing health and wellness product which are organic in nature. MEA AME PVT LTD is a private incorporated company which deals in organic smoking product which relieves stress and contains no Nicotine, no Tobacco. The company delivers three flavored (regular, mild and menthol). It is made with all the organic ingredients like the blend of (holy basil, camellia synesis, rose petals, mint leaves) organically procured from the hills of Himalayas proportionally mixed and rolled into virgin paper tipped with cotton filter. It has a tar out filter in order to make smoking a healthy experience and also delivers therapy smoke which indicates relieves stress, anti-jet lag, mood up lifter, relives cold & tobacco cessation which doesn't harm any individual. Organic products always help people to lead towards good health and helps in reduction of health-related issues. We believe that science and spirituality is interconnected and we work on both the aspects for wellness. Organic Smokes is an Ayurvedic Smoking Therapy available in three flavors.

MEA AME Private Limited is a Private incorporated on 13 April 2015. It is classified as Non-govt company and is registered at Registrar of Companies, Delhi. This is the start-up of 3 brothers namely (Piyush Chhabra, Nitin Chhabra, Gaurav Chhabra) The three brothers all were smokers back in college life out of curiosity of social need or parody you can say. One day they thought of smoking green tea and that's where the idea got formulated into a concept of Organic Smokes - an ayurvedic smoking therapy, that believes in making life destination by innovating through health and wellness concept. 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 Private Limited's Annual General Meeting (AGM) was last held on 15 November 2019 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2019.

Mea Ame's competitor

Competitor	Flavor	Benefit	Promotional strategy
Nirdosh	Basil, clove	Increases Metabolism. Helps in digestion and removal of toxin.	newspaper, magazine, hoardings, bus panel, television
Nicotex	Mint Plus, Fruity Mint, Pan, Cinnamon, Classic Fresh mint	Helps to quit smoking in just 12 weeks.	television, FM radio, print media, web advertising
Aarogyam	Blueberry, Mint, Orange, Rose.	Helps body defense mechanism to work against disease. Helps to relieve stress	web advertising
Royal Swag	Clove, Mint, Fruta.	Helps in relieving cough and cold.	web advertising
Nirwana	Natural paper, tar out filter, Rosa Rubiginose, Verbascum Thapses, Clove, Glottan filter	Helps to quit tobacco	free samples, posters.

OBJECTIVE

- To increase the brand awareness in the times of covid19.
- To know the strength and weakness of the company through SWOT analysis.

RESEARCH METHODOLOGY

The report will be based on both Primary and Secondary data.

Majorly the project was done on secondary data which helped me in finding out the new outcome.

Primary:

Primary data on social media is collected from personal observation through phone calls.

Secondary Source:

As the primary source, the secondary source is also a major stream of information for the report. List secondary source is 1. Swot Analysis 2. Internet 3. Social Network Sites 4. other sources and websites.

ANALYSIS

1. Competitors

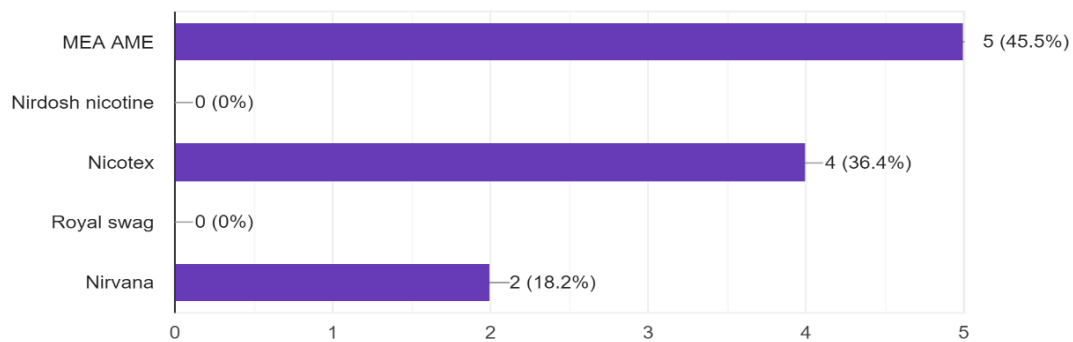


Figure1. Percentage of people using competitor's product.

Above figure 1, shows that: -

1. Around 45.5% of people uses Mea Ame product.
2. Number of people using Nirdosh Nicotine is 0.
3. 36.4% of people uses Nicotex.
4. Number of people using Royal Swag is Nil.
5. 18.2% of people are using Nirvana.

Mea Ame has the highest number of people using its product.

2. Time Period

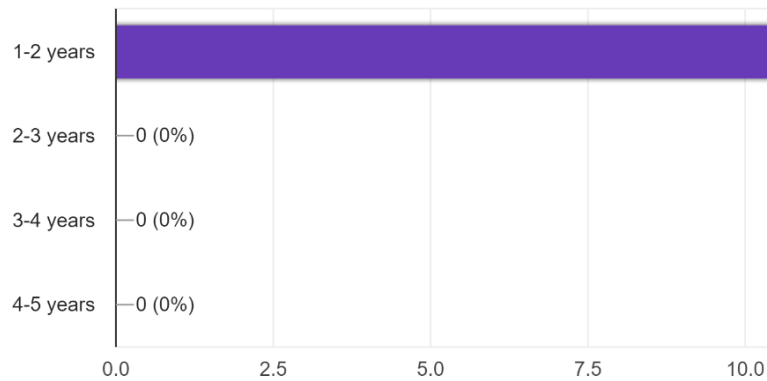


Figure 2. Association of people with Mea Ame products

Above figure 2, shows that: -

1. People are associated with MEA AME from 1-2 years.
2. The rest number of years are Nil which signifies that people were not engaged in Mea Ame products more than 2 years.

3.Factors

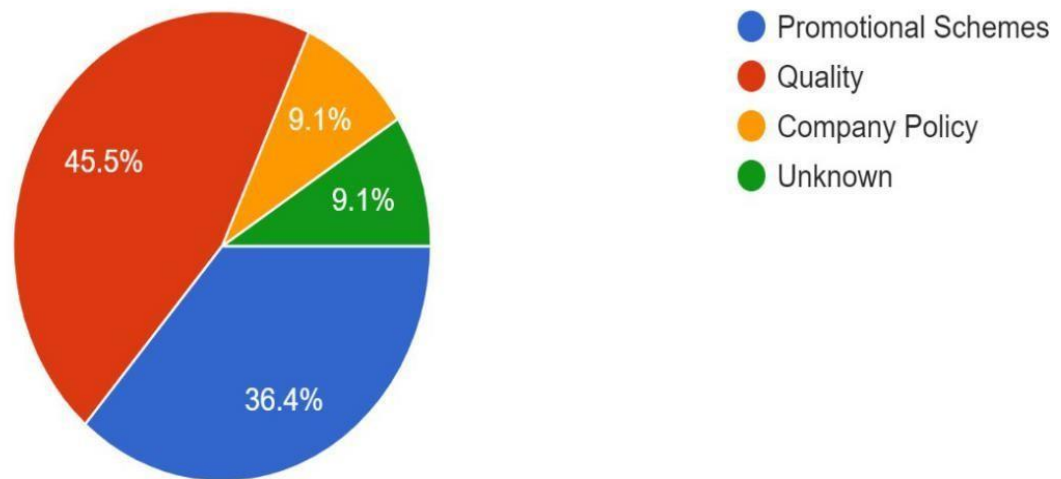


Figure 3. Factors affecting dealers to sell Mea Ame products

Above figure 3, shows that: -

1. Around 36.4% says that the most important factor affecting the dealers to sell the Mea Ame products is Promotional Schemes.
2. 45.5% people think Quality is the major factor.
3. 9.1% of people thinks Company Policy is the major factor.
4. And around 9.1% of people thinks there's some other factor.

The most important factor affecting the dealers to sell the MEA AME is the quality.

4. Promotional Activity

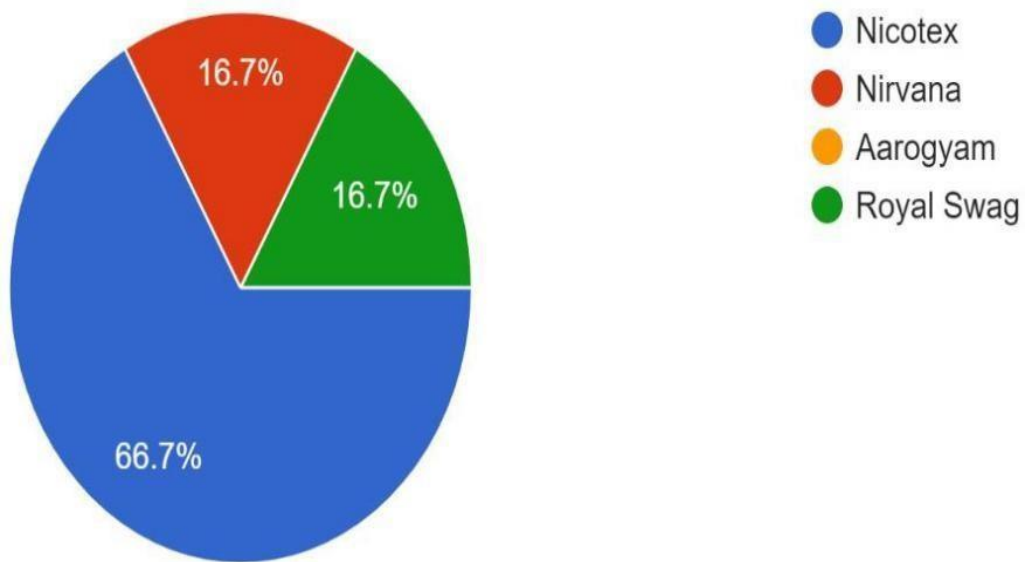


Figure 4. Percentage of people preferring competitor's promotional activity

Above figure 4, shows that: -

1. Around 66.7% of people think that Nicotex is good at its Promotional Activities and is the threat for Mea Ame.
2. 16.7% of people believe Nirvana is good.
3. Number of people for Aarogyam is NIL.
4. 16.7% of people think Royal Swag is good.

Nicotex is good in their promotional activities and is the threat for MEA AME

5. Quality of the Product

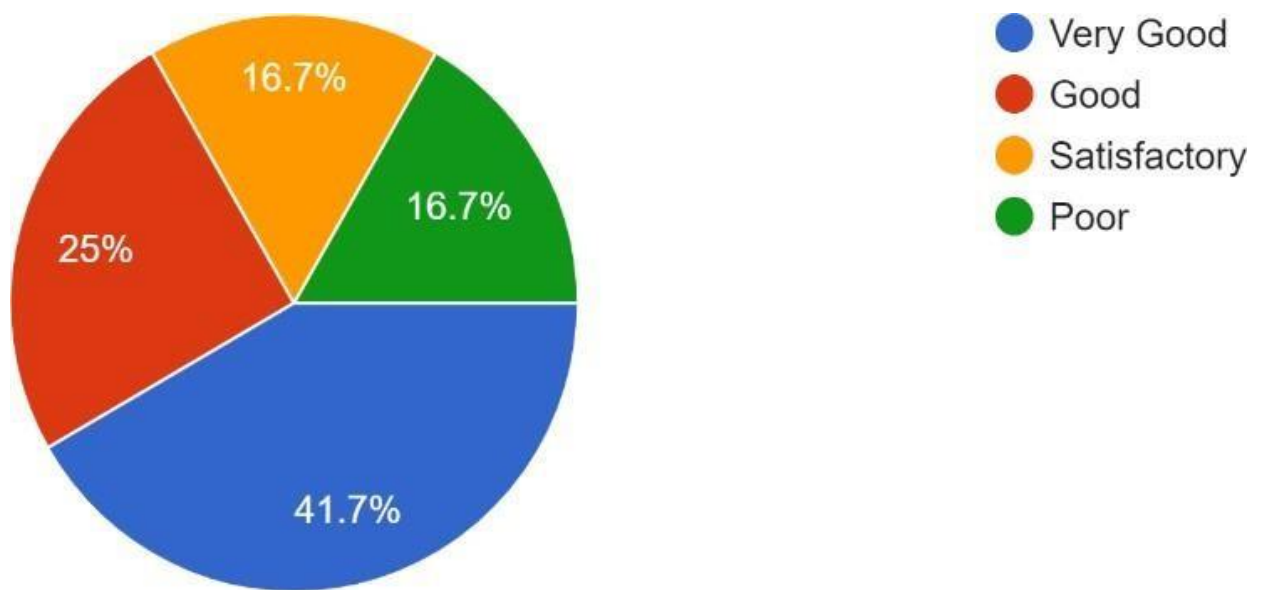


Figure 5. Percentage of people's perception for the Mea Ame products for its quality

Above figure 5 shows that: -

1. Around 41.7% of people think the quality of the product of Mea Ame is very good.
2. 25.0% people think the quality of the product is good.
3. 16.7% people think the quality is satisfactory.
4. 16.7% people think the quality is poor.

The quality of MEA AME is very good.

6 Delivery Activity

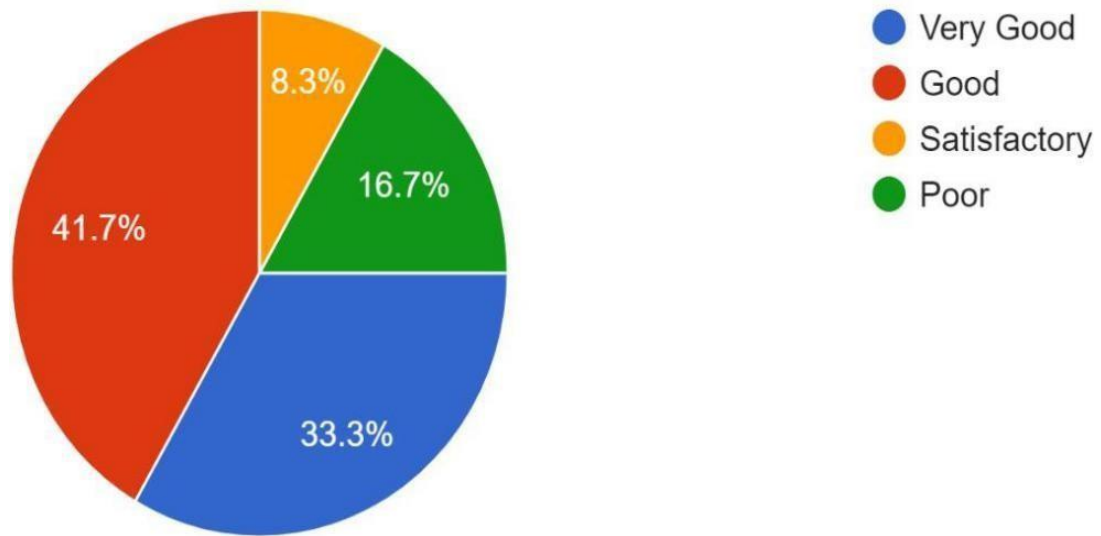


Figure 6. People's consideration for Mea Ame delivery activity

Above figure 6, shows: -

1. 33.3% of people think the delivery activity of Mea Ame is very good.
2. 41.7% of people think it is good.
3. 8.3% of people think the activity is satisfactory.
4. 16.7% of people think that the activity is poor.

The Delivery Activity of Mea Ame is Good.

7.Pricing policy

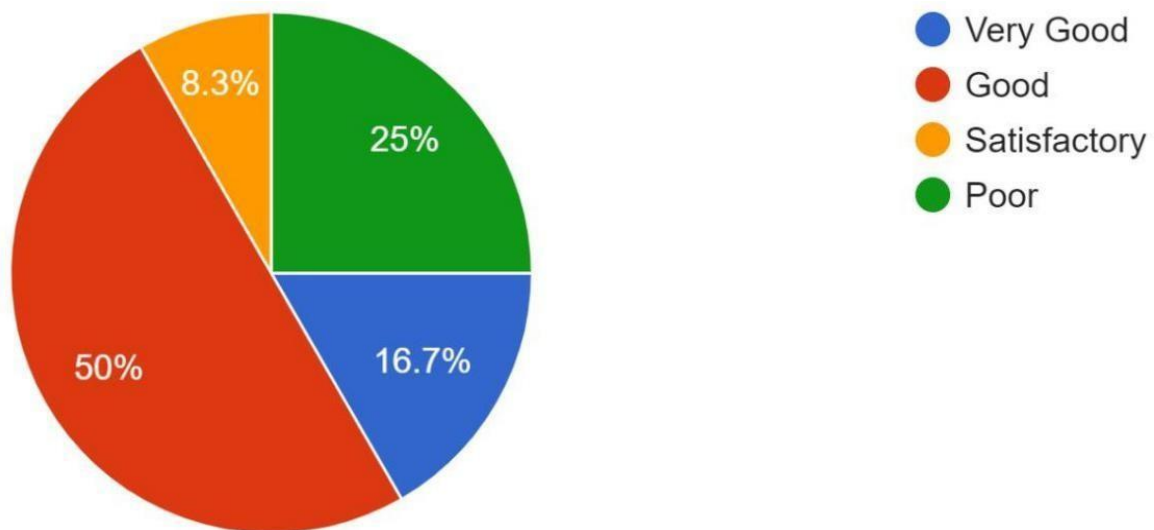


Figure 7. Percentage of people's consideration for Mea Ame pricing policy

Above figure 7, shows that: -

1. 16.7% of people think that the pricing policy of Mea Ame is very good.
2. 50.0% of people say that it is good.
3. 8.3% of people think it is satisfactory.
4. 25.5% of people think it is poor.

The Pricing Policy of Mea Ame is very good.

8. Media Advertising.

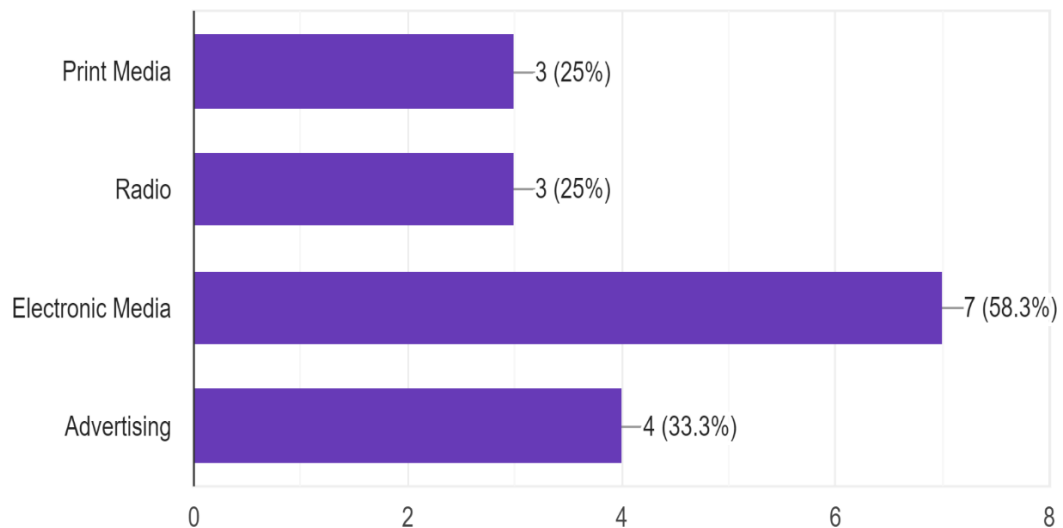


Figure 8. Percentage of people considering as a good advertisement for promotion

Above figure 8, shows that: -

1. 25.0% of people think print media is good advertising.
2. 25.0% of people think radio is good.
3. 58.3% of people think electronic media is good.
4. 33.3% of people think advertising is good.

The electric media is considered good advertising.

9. Type of Promotional Activity

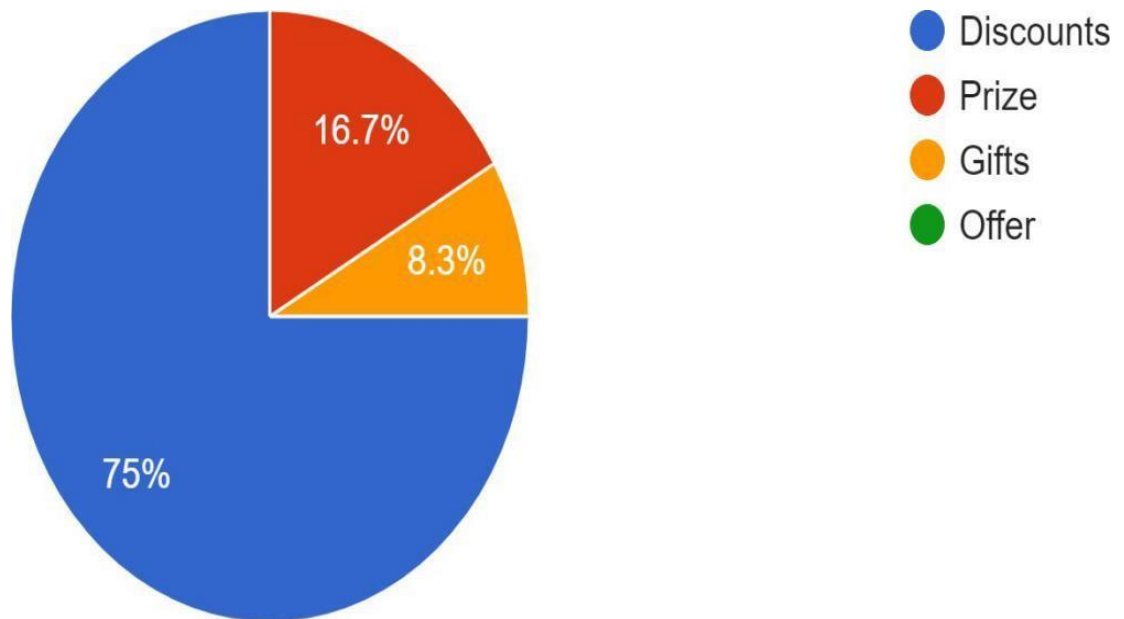


Figure 9. Percentage of people attracted towards promotional activity

Above figure 9, shows that: -

1. 75.5% of people think dealers are more attracted towards discount.
2. 8.3% of people think about gifts.
3. The number of people who thinks people are attracted towards offer is NIL.
4. 16.7% of people thinks about prize.

Dealers are more attracted towards discount

10. Overall Rating

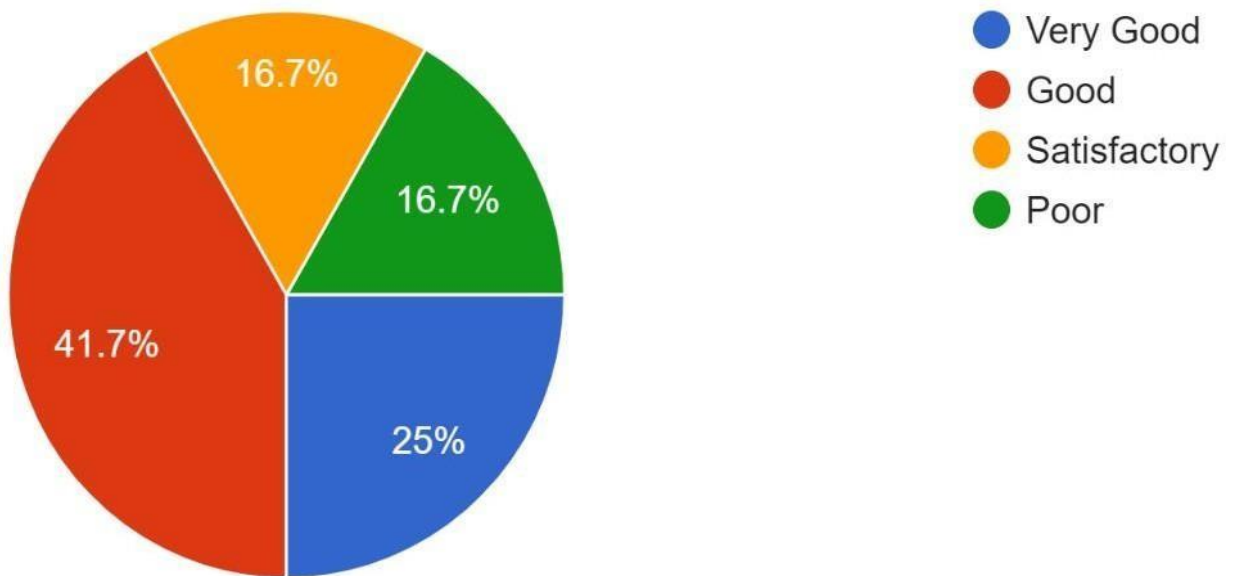


Figure 10. Percentage of people rating Mea Ame product

Above figure 10, concludes: -

1. 25% of people says overall rating of Mea Ame is very good.
2. 41.7% think it is good.
3. 16.7% think it is satisfactory.
4. 16.7% think it is poor.

The overall rating of Mea Ame is good.

SWOT ANALYSIS

SWOT Analysis is a powerful technique for understanding your Strengths and Weaknesses, and for looking at the Opportunities and Threats you face. Used in a business context, it helps you carve a sustainable niche in your market. Used in a personal context, it helps you develop your career in a way that takes best advantage of your talents, abilities and opportunities.

STRENGTH

1. It is an Herbal Ayurvedic cigarette.
2. It is free from Tobacco and Nicotine.
3. It relieves stress and helps in reduction of health-related issues.

WEAKNESS

1. Although MEA AME provides to the best of its products and services, so it has to work on positioning the brand, which can be achieved by implementing branding activities.
2. Brand awareness of MEA AME is lesser as compared to its competitor.
3. Delivery of Product is not in time.

OPPORTUNITY

1. It should enter the global market by Mergers and acquisitions.
2. It should do worldwide branding activities that would help the brand grow as a whole
3. Can enter into more foreign market for first mover advantage

THREATS

1. It faces strong competition from its competitor.
2. Mergers and acquisitions involve high risk, so it should be careful while entering new
Market

OBSERVATIONS AND DISCUSSION

- Majority of dealers are satisfied with MEA AME products.
- Dealers have developed faith in MEA AME.
- The factor that made dealer stick is company policy,
- Dealers are satisfied by the quality provided to them.
- Worldwide branding activities that would help the brand grow as a whole and generate more profits
- Brand awareness should be increased more by more advertisement through more ways because this cement company is a little less known.

RECOMMENDATIONS

- They should improve their transport facility by delivering to the area that dealers prefer and timely delivery is one of the major criteria.
- They should offer more discounts for the dealers who buy more and have good relation with the company so that they stay connected and it increases their brand image as well as profits.
- They should increase their advertisement through print media as well as through some other modes like holdings in railway station and airports and bus stations so that people know more about the product.
- Company should organize seminars, conferences, meetings with dealers to promote sales quarterly.
- By giving gifts and best wishes cards to the customers that your buying decision is very good, Company can improve sales and brand loyalty.

REFERENCES

RESEARCH ARTICLES

1. https://www.researchandmarkets.com/research/3mkchc/the_tobacco?w=4)
2. <https://www.entrepreneur.com/article/318221>)

REPORT

1. Website <http://www.meame.com>
2. <https://www.tofer.in/mea-ame-private-limited/company/U74999HR2018PTC073564/industry>

SOFTWARE & TOOLS

1. Twitter: - <https://twitter.com/meame>
2. Instagram: - <https://www.instagram.com/meame/?hl=en>
3. LinkedIn: - <https://www.linkedin.com/company/organicsmokes/about/>
4. Amazon.in:- https://www.amazon.in/s?k=organic+cigarette&ref=nb_sb_noss
4. Google Survey: - <https://forms.gle/2ehPZYjt8ZqkgHfPA>

Questionnaire

Competitive Analysis

*Required

In which of the Smoking brand you deal *

- ☐ MEA AME
- ☐ Nirdosh nicotine
- ☐ Nicotex
- ☐ Royal swag
- ☐ Nirvana

How long you are dealing with MEA AME

- ☐ 1-2 years
- ☐ 2-3 years
- ☐ 3-4 years
- ☐ 4-5 years

What factors unable to be a dealer of MEA AME

- ☐ Promotional Schemes
- ☐ Quality
- ☐ Company Policy
- ☐ Other: _____

Comparison to MEA AME which brand is better in promotional activity? *

- ☐ Nicotex
- ☐ Nirvana
- ☐ Aarogyam
- ☐ Royal Swag

What do you feel about the quality of MEA AME? *

- ☐ Very Good
- ☐ Good
- ☐ Satisfactory
- ☐ Poor

What do you feel about the delivery timing about the MEA AME? *

- ☐ Very Good
- ☐ Good
- ☐ Satisfactory
- ☐ Poor

What do you feel about the pricing policy of MEA AME? *

- ☐ Very Good
- ☐ Good
- ☐ Satisfactory
- ☐ Poor

Which of the following media advertising are considered to be more effective? *

- ☐ Print Media
- ☐ Radio
- ☐ Electronic Media
- ☐ Advertising

What type of promotional activity do you prefer with MEA AME? *

- ☐ Discounts
- ☐ Prize
- ☐ Gifts
- ☐ Offer

What is the overall rating you would give to MEA AME? *

- ☐ Very Good
- ☐ Good
- ☐ Satisfactory
- ☐ Poor

Advice/suggest some activity which you think that we should do for you? *

Your answer
