

SUMMER INTERNSHIP PROJECT

“Social Media Marketing At Motiram Gramodyog”

Submitted to:

DMSR

**G. S. College of Commerce and Economics, Nagpur
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Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution**



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CERTIFICATE

This is to certify that the investigation describes in this report titled “**Social Media Marketing of Motiram Gramodyog**” has been carried out by **Ms. Priyanka Kamal Grawkar** during the summer internship Project. This study was done in the organization of “**Motiram Gramodyog.**”, in partial fulfillment of the requirement for the degree of Master of Business Administration of G.S. College of Commerce & Economics (An Autonomous Institute) affiliated to R.T.M.N.U., Nagpur. This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant it's submission to the said degree. The assistance and resources used for the work are duly acknowledged.

Dr. Archana Dadhe
(Faculty Guide)

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MOTIRAM GRAMUDYOG MANDIR

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Date: 31/10/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mrs. Priyanka Grawkar**, a student of MBA Sem-II, Department of Management Sciences & Research, G.S College of Commerce & Economics Nagpur, has successfully completed his summer Internship program from **16/09/2022 To 31/10/2022** under our guidance. During the period of his internship, he was found punctual, hardworking and inquisitive.

We wish him every success in life.

MOTIRAM GRAMUDYOG MANDIR



NAGPUR

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project at “**Motiram Gramodyog**” and I am sincerely thankful to them for providing this opportunity to me.

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Priyanka K. Grawkar

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1. INTRODUCTION

Marketing

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

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.

Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support.

Dr. Philip Kotler defines marketing as “The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Marketing Management

Marketing management is the process of developing strategies and planning For product or services, advertising, promotions, sales to reach desired Customer segment.

Marketing management is 'the art and science of choosing target markets and Getting, keeping, and growing customers through creating, delivering, and Communicating superior customer value' It employs tools from economics and competitive strategy to analyze the Industry context in which the firm operates

When you are marketing products in various other countries, you might need to engage with marketers in those localities, which will further expand your marketing management remit. This could involve hiring employees in that country or a third-party marketing agency to better reach customers there.

It often conducts market research and marketing research to perform Marketing analysis. Marketers employ a variety of techniques to conduct Market research.



Marketing Mix

The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this well, as you need to know every aspect of your business plan.

The 7 Ps of Services Marketing



Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods.

You must ensure to have the right type of product that is in demand for your market. So during the product development phase, the marketer must do an extensive research on the life cycle of the product that they are creating.

Price

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition.

It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales.

Promotion is comprised of various elements like:

Sales Organization

Public Relations

Advertising

Sales Promotion

Place

Placement or distribution is a very important part of the product mix definition. You have to position and distribute the product in a place that is accessible to potential buyers.

This comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

3 additional Ps

Physical Evidence

Marketing Mix Physical Evidence In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace.

People

Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services.

Process

The systems and processes of the organization affect the execution of the service. It could be your entire sales funnel, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running effectively.

Digital Marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.



COMPANY PROFILE

KIRTI AGARBATTI

Company was established in 1938 and it was officially registered in 1952. The founder member of “Motiram Gramoudyog Mandir” was Motiram Mande. The present owner of “Motiram Gramoudyog Mandir” is “Ashok Mande”

“Motiram Gramoudyog Mandir” owns one of the most leading brand of agarbatti that is “ KIRTI AGABATTI”. The main products of the company are perfumed agarbatti, flora agarbatti , dhoop , kapoor, lobhan, sambrani cup, dhoop stick, resoin etc. The company has 3 units and two office’s. All the manufacturing and sales and distribution process are done from factory and meetings are used to held in offices. The main unit of “Motiram Gramoudyog Mandir” is the perfume one , where all the types of industrial perfumes are produce. This perfumes are used in many other types of industries like Agarbatti, detergent, toiletries, medicines, cosmetics, Ghutka etc. One of the major ues of perfumes are used for agarbatti manufacturing. At present company used to provide employment to more than 50 peoples. And many other works are done on contract basis so there also employment is generated.

Mission

- India is one of the most religious country county in the world. So the main vision of the company is to provide best quality agarbatti in the most affordable rate.
- To become the leading manufacturer and expoter of agarbatti in India.

Vision

- The good fragrance used to unique website design and digital marketing classes in Nagpur to improve our student's productivity and skills. And make them ready for their professional growth
- . Echo wants to pledge "Quality Education" to support Digital India Initiative and to increase Digital Empowerment.
- We visualize to give digital knowledge to every person so as to cope up with the growing technological needs in the market.
- Prepare Students to challenge unemployment and the bigger global network_

OBJECTIVES OF SIP

- This study aims to analyze and determine “Marketing” at Kirti Agarbatti.
- To know the frequency distribution of selected sample of consumers towards agarbatti.
- To identify the important dimensions in agarbatti buying behavior consumer.
- To study the future scope of India Kirti Agarbatti visitation compared to the present scenario.

SCOPE OF SIP

1. Getting a gist of marketing and understanding the hierarchy at a marketing institute.
2. Understanding operations and responsibilities carried out by various departments.
3. Getting knowledge regarding the rules and regulations that the company has to follow.
4. Assist the company, the take remedial measures to rectify the shortfall in the process if any.
5. Gaining understanding of various documentation work required and carried out at the firm.

NEED OF SIP

1. To gain knowledge and experience of real world.
2. Understanding the market.
3. Usage of new technology - digital marketing.
4. Very useful in this situation of work from home.
5. To understand need and necessity of a marketing manager in the marketing department.
6. To know the operations and responsibilities carried out by various departments.
7. To acquainted with the working environment in the company.
8. To understand role and responsibilities of various individuals working that the firm.
9. To see have employees develop and maintain inter personal relationships with their colleagues.
10. To see how the power flows in the organization and how they take actions inorder to improve the customer service.

CONTRIBUTION DURING SIP

- While applying for the internship, I had to send my application from college to the office of “**Motiram Gramodyog Mandir**”, then I received an appointment Letter asking me to complete my internship at Itwari.
- The factory used to open at 10.30 a.m. and the staff was expected to arrive before 10.00 a.m., during my internship I was placed in various departments at the branch office to get clear understanding of the company operation and their processes.

WEEK 1:

- Understanding the official working rules and regulation of the firm.
- To understand how the marketing team was actually works.
- Studied various tools and techniques used by marketing team.
- To know who the major player in the market.

WEEK 2:

- Studied how to promote a brand in the market.
- Analyze the market according - Sector Size, Performance & Market Share
- Identified and analyzed different ideas required for different types of marketing.
- Assisted the officer in suggesting the social media marketing to the customers based on their requirements.

WEEK 3:

- Understand the Market mapping. In this process identifying and understanding the competitors within a market for a product or service. Market mapping involves collecting information about competitors, such as revenue, growth rate and industry sectors, and then using that information to plot those companies on a graph or plot. It's a visual analytic technique to infer strategic direction and market trends based on competitors' relative positioning.

WEEK 4:

Revenue: Revenue is the total value of the products or services that you sell. Mapping markets by revenue can be useful to identify market leaders, or businesses that are producing the most revenue, and those who are seeing an increase in revenue growth.

Number of customers: The number of customers a business serves can be a good way to measure a business's popularity and influence within the market. Businesses with more customers often generate greater revenue and have a larger percentage of market share.

Types of products: The type of products that a company sells is useful to visualize through market mapping to identify and understand the strategy behind their product offerings.

Companies with similar products but different prices may have different strategies for success, which could provide insight into pricing, product development and marketing strategies.

Web search rankings: Websites that are ranked highest in web search results often have a strong presence in the market and high visibility. Identifying the sites that are highly ranked can give insight into how a particular website is positioning itself in the market and identify potential partners or acquisition targets.

WEEK 6:

Customer Visit – Distributor & Retailer

Visiting distributors to observe their stock keeping, go downs, sales chain, accounts etc.

Visiting multiple retailers to observe their reaction towards selling the products, poisoning of products, peaching of products to their customers, stock keeping.

Discuss with both the customers regarding stock keeping, margins and offers proposed by company or them.

Resolving their problems with non moving and expired products.

Problem Solving

- Regarding Prices and margins – with multiple customers like distributors, retailers.
- Presentation of slow moving products to reach their sales at retail shop.
- Distribution Problems – why they may arise?
- How to maintain stock in which how to maintain stock with orders to avoid distribution problem.
- Adjustment of non-moving products and expired products within company norms. In kiosk activity with end customers in terms of quality and their health benefits.

LIMITATIONS

- Duration of internship was very small.
- Lack of practical knowledge
- Lack of training provided by the company.
- Customer relationship might not be very strong.
- As an internship I was not provided with the login id and password for the operation and production of the firm's software, I had to use the id's of the respective allotted officer's.
- At times the data available to study the production department was too large. Which makes it a time consuming task.

FINDINGS

- Knowledge about target marketing.
- While I was in the company, there was very friendly environment among the employees. I understood the real meaning of the communication that how employees communicate and coordinate among themselves the employees were used to be very punctual.
- Target based marketing.
- Convincing prospects.
- Not all prospects become customer.
- Digital marketing.
- Lack of coordination between marketing and sales departments.
- Not Enough promotional Activities.

Achievements

- Motiram Gramodyog is the first agarbatti manufacturer in entire vidharbh.
- Due to the best quality of product people avoid to buy any other companies product.
- company awarded by the best Agarbatti award by “ZEE MEDIA”
(ZEE 24 TAAS).



DATA ANALYSIS

Company deals in more than 200 different types of products in Perfume Sticks. Some of the most common and best seller are:

- Kirti Premium Agarbatti
- Kirti Gold Sandal Agarbatti
- Kirti khus Agarbatti
- Kirti Tejas Agarbatti
- Kirti Kasturi Agarbatti
- Kirti Oudh Agarbatti
- Kirti Darshan Agarbatti
- Kirti Red rose Agarbatti
- Kirti 24cart Agarbatti
- Kirti Holyday Agarbatti

Company deals in more than 15 different types of product in Flora Agarbatti. Some of the most common and best seller are:

- Kirti Mitti Flora Agarbatti
- Kirti Om Flora Agarbatti
- Kirti Kesar Chandan Flora Agarbatti
- Kirti Bakhoor Agarbatti
- Kirti Drashti Agarbatti
- Kirti Heena Agarbatti
- Kirti Green Flower Agarbatti
- Kirti Kasturi Agarbatti
- Kirti Red Queen Agarbatti
- Kirti Pakeeza Agarbatti
- Kirti Gugal Flora Agarbatti

Company deals in more than 5 different types of product in Dhoop . Some of the most common and best seller are:

- Kirti Pooja Dhoop
- Kirti Chandan Dhoop
- Kirti Mogra Dhoop
- Kirti Gulab Dhoop
- Kirti 4 in 1 Dhoop

Conclusion

The 2 month long Internship was a great eye opener and gave me an idea about the Functioning of real world. Got a completely new experience as the internship was Work from Home i.e. digital Marketing. It taught me about how big company function and handle it's various processes.

- The study of analyzing and determining the marketing at Kirti agarbatti was done by Identify market gaps, Define target market, Identify barriers to entry and create a sales forecast
- The frequency distribution of selected sample of consumers towards agarbatti found by dividing the number of unique orders by the total number of customers.
- The important dimensions in agarbatti buying behavior of consumer, for this information gathered from market research shows that religious consumers have a positive attitude toward those products and services that contain religious associations These associations may be normative or symbolic in nature.

The market study of the future scope of agarbatti said that Agarbatti and dhoop products can be considered as the section with unending demand in India which allows the products to be sold through each mode of trade. The market derived by the increase in the large penetration of agarbatti and dhoop products in various regions through the retail mode of trade. This segment generating above 60% of the total sum of the revenue generated by agarbatti and dhoop products. The Indian export of agarbatti and dhoop is increasing every year, which helps in balancing the trade deficit of India. While rising exports suggest more market opportunity, observing this many of the new players are entering into the agarbatti and dhoop business. While talking about the import recently to boost the manufacturing of agarbatti and dhoop and increasing job opportunities in this sector which went down due to a reduction in import duty have increased to 15.5%

Suggestions

It would have been better if the company provided some prospects to approach.

The company should have had given us some training sessions about how to Convince the stubborn prospects.

Coordination should be transparent between marketing and sales department.

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Marketing Management

