

# **INTERNSHIP PROJECT REPORT**

Academic Year 2022-2023

**"TITLE"**

**"The Study on effectiveness of sales promotion activities  
implemented at Mudrabiz"**

**SUBMITTED BY:**

Aakanksha ashok prasad

B.com (Honours) VI Semester

**PROJECT GUIDE:**

**Dr. Ranjana Sahu**



Shiksha Mandal, Wardha's

**G.S. College of Commerce & Economics**

**Nagpur**

NAAC Accredited 'A' Grade Autonomous Institution

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# MUDRABIZ FINANCE COMPANY

Since 2014

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**Date: 08-05-2022**

**To Whomsoever it May Concern,**

This is to certify that Miss/Mr **Aakanksha ashok prasad** has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of **Marketing** for Project titled **Study of Sales Promotion activities implemented at Big Bazaar** for the period of **3 month**.

In pursuance of the work, she/he was sincere and punctual and her/his conduct was found very well.

It Takes Money To Make Money

**Sincerely**



**AMRESH DASH**

**Managing Director**

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**CERTIFICATE**

This is to certify that the said internship project report titled “The Study on effectiveness of sales promotion activities implemented at mudrabiz” has been completed & submitted by **Ms. Aakanksha Ashok prasad** as a part of partial fulfilment of the mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12-04-2023

Place: Nagpur

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## ACKNOWLEDGEMENT

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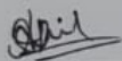
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Mudrabiz finance company Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Pooja Shukla, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12-04-2023

Place: Nagpur



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## COMPANY PROFILE



### 1.1 Introduction

➤ Mudrabiz is India's premier "Finance Services" Company, with over years of experience

In helping people protect and grow their wealth.

➤ We've helped to create more capital than any other firms in India. But it is our deep personal Relationships with clients that truly set us apart.

➤ No other firm can match the depth of our experience and our dedication to personal service. The markets may fluctuate, but our dependability never does.

➤ With, Headquarters in PUNE, INDIA. Since 2014, we have assisting our valuable customer to take better business and investment decision- in India and across the Globe.

➤ We educate the youth of the Nation to be better finance professionals & provide them great Opportunities with their careers.

➤ Achievements: 10000+ Free education in Covid, Marked amongst top 5 finance companies

# **CHAPTER: 1**

## **INTRODUCTION**

In Pune.

- Revenue: \$5 Million
- Contact: 89833 11444
- Website: [www.mudrabiz.com](http://www.mudrabiz.com)
- Employee: <25
- Mudrabiz Tech Stack. The technologies that are used by are: GoDaddy DNS, Font Awesome Microsoft IIS Plesk.



## 1.2. Vision and Mission of Mudrabiz Finance Company:

### Vision:

Vision is to Educate the Nation and create Awareness in the field of Stock Broking.



## Mission:

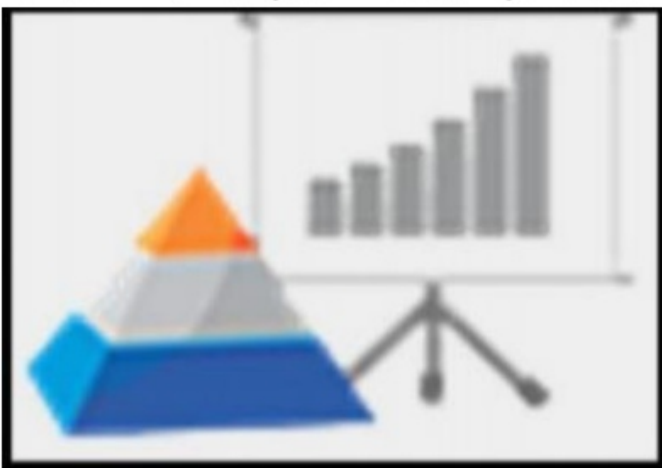
Mission is to safeguard investors Interest and provides maximum exposure to the youth in the Field of Stock markets

## **1.3 Services of Mudrabiz Finance Company**

### **Stock Broking**

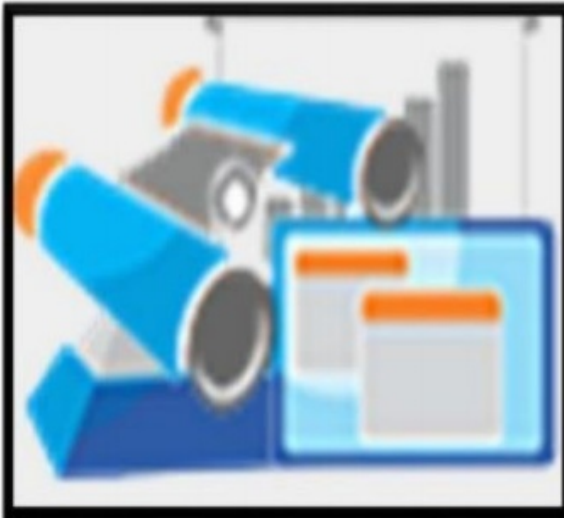
Stock Broking is a service which gives retail and institutional investors the opportunity to buy and sell equities. Stockbrokers will trade shares both on exchange and over-the-counter, dependent on Where they can find the best price and liquidity. A stockbroker is a regulated broker, broker-dealer, or registered investment adviser (in the United States) who may provide financial Advisory and investment management services and execute transactions such as the purchase or Sale of stocks and other investments to financial market participants in return for A commission, mark-ups, or fee, which could be based on a flat rate, percentage of assets, or hourly Rate. The term also refers to financial companies, offering such services. Choose from a wide range of investment options, products & services, to build a portfolio that will fulfil your financial goals with ease.

### • EQUITY- Long term wealth generation



Equity also called shareholders equity or owners' equity for privately held corporations, is the amount of money given to a company's shareholders if all of its assets were sold and all of its debt were paid off in the case of an acquisition, it is the value of the company income minus by any debt that are no part of the deal.

- Derivatives – High profile at a low cost.



Derivatives- Derivatives are financial contracts whose value is linked to the value of an underlying asset. They are complex financial instruments that are used for various purposes, including speculation, hedging and getting access to additional assets or markets.

- Commodity – An exciting opportunity to enhance your portfolio.



A commodity market is a market that trades in the primary economic sector rather than manufactures products, such as cocoa, fruits & sugar. Hard commodities are mined, such as gold and oil. Futures contracts are the oldest way of investing in commodities. Commodity markets can include physical trading and

Derivatives trading using spot prices, forwards, futures and options on futures. Farmers have used a simple form of Derivatives trading in the commodity market for centuries for price risk management.

- Mutual funds – portfolio diversification for investors



There are two ways diversification works when it comes to mutual fund investment – instant diversification and portfolio diversification. Well, how instant diversification works? When you invest in a particular mutual fund scheme, you buy units of that fund which invest across a variety of securities. Here, investing in one scheme, you get the benefits of instant diversification. But, if you really want to optimize your returns on mutual fund investments, you should opt for a portfolio diversification wherein you purchase different funds/schemes that invest in different asset classes/securities which are not correlated to each other.

- Currency - Portfolio with a global asset

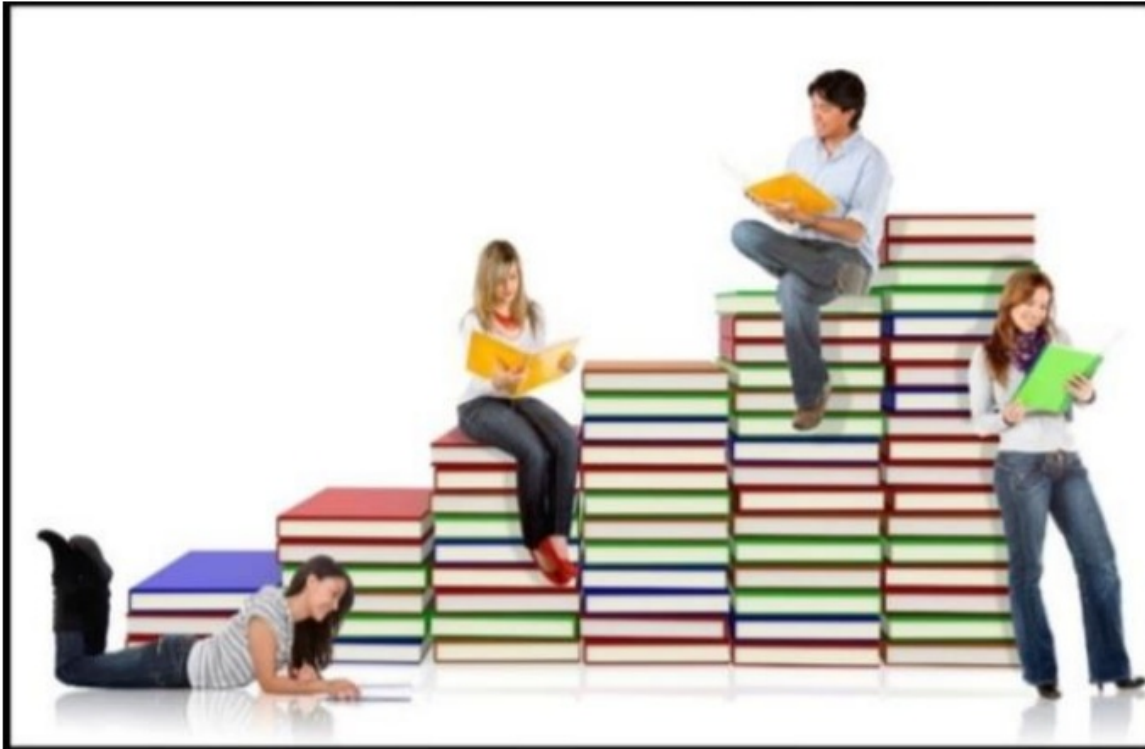


Investors also have currency exposure because of the transaction risk faced by companies involved in international trade. This is the risk that currency exchange rates will change after financial obligations have already been settled. The currency exposure of an asset, such as stocks, is the sensitivity of that asset's return measured in the investor's domestic currency to fluctuations in exchange rates.

### ◇ Advisory

- Our advisory basically provides the recommendations for Stocks-Cash and F&O traded in NSE and commodities bullion, metals and agro-commodities traded in MCX, NCDEX.
- We work with various kinds of strategies to delight the customers by providing continues profit in the market.
- We offer diversified range of services as per the investments of an investor, trader and broker.
- We Strictly follow the basic principles of the investment.

## ◇ Education



- Mudrabiz have taken bold steps to empower the state's youth with financial knowledge That will lead to future stability and success in homes and the economy.
- We are empowering the youth to emerge strong in the field of finance. With 250+ Successful placement record we have a target to generate more awareness about Capital Markets believing it to be a major source of economy.
- From a trading perspective, exposure to live trading in equity, derivative, currency and Commodity would be provided.
- In Mudrabiz we don't only educate you but also provide you with a unique 100% Job guarantee Securing your careers.
- Become a complete Financial Market professional with us.

### ~ OUR MODULES

- Basis modules
- Standard modules
- Advanced modules



- Professional modules

## ◇ Placement

Banking and finance has come up as one of main industries that are in need of high intellect and is seeing growth rate that is faster than ever before.

Further, with overall industrial as well as economic development, there is also need of handling the funds that rapidly change hand and find their way through banking and finance institutions, thus making this industry sector as a hub of all commercial activities as well as basis of every business.



Our unique 100% job guarantee assures you that placement is on your way for sure.

## **Job description of Mudrabiz Finance Company**

- Profile

Banking and finance

- Profile work

Bank office demat account

- Designation

Relationship Manager

- Education criteria

- 12 + Diploma (in any field)

- Graduates (preferable)

- Age criteria

21 years – 30 years

- Job location

Pune

- Salary

10000 to 20000

- Benefits

Job assistance

Candidates should attend training and clear NISM 8 examination.

## **1.4 Sales Promotion:**

◇ A study on effectiveness of sales promotion activities implemented at Mudrabiz Finance Company.

~ A sales promotion strategy is an activity that is designed to help boost the sales of a product or service. This can be done through an advertising campaign etc. The importance of a sales promotion strategy cannot be underestimated this is because a sales promotion strategy is important to a business boosting its sales. When developing a sales promotion strategy for your business, it is important that you keep the following points in mind. Consumer attitudes and buying patterns follows brand strategy, competitive, advertising strategy, and other external factors that influences the availability of products and their pricing.

“Sales promotion is a powerful marketing Tool.” Marketing promotion helps marketers communicate information to potential customer about the products existence value and the benefits that can be accrued from it. It comprises one of the four elements of the marketing mix. Designing and effective marketing communication mix helps marketers to attract persuade, urge and remind customers of the company brand.

Sales are the lifeblood of a business, without sales there would be no business in the first place, therefore it is very important that if a business wants to succeed, it should have a sales promotion is to improve a company's sales by predicting and modifying your target customers purchasing behaviour and patterns.

Sales promotion is very important as it not only helps to boost sales but it also helps a business to draw new customers while at the same time retaining older ones. There are a variety of sales promotional strategies that a business can use to increase their sales, however it is important that we first understand what a sales promotion strategy actually is and why it is so important.

A sales promotion strategy is an activity that is designed to help boost the sales of a product or services. This can be done through an advertising campaign, public relation activities, a free sampling campaign, through demonstrations and exhibitions, through prize giving competitions, through temporary price cuts, and through door- to- door sales, telemarketing, personal sales letters, and emails. The importance of a sales promotion strategy cannot be underestimated. This is because a sales promotion strategy is important to a business boosting its sales.

## **PROMOTION OR MARKETING COMMUNICATION**

Generally, promotion is communicating with the public in an attempt to create awareness and Persuade them toward buying products and/or services. The word promotion is also used Specifically to refer to a particular activity that is intended to promote the business, product or

Service. A store might advertise that it's having a big promotion on certain items, for instance, or a business person may refer to an ad as a promotion. Promotion means a method is used for getting people to create awareness among people about products or services being offered by the company. Advertising, public relations, point-of-sale displays, and word-of-mouth Promotion are all traditional ways for promotion. Promotion is the method for providing the Link of information between the seller and prospects of the products or services. The choice

Of a promotional strategy will be dependent upon objectives, type of offers, budget, and Availability of said promotional vehicle. The other concept used for promotion is called Marketing communication. When any communication is given in the market with the help of

Any media is called marketing communication. Communication is the process of sharing of Messages, ideas; information between two or more parties is called communication. The Communication given by the company relating to the business, products and services in the markets for customers or users directly or indirectly is called marketing communication. The Communication in the market is given with the help of advertising. Those who use Advertising, branding, direct marketing, packaging, promotion, publicity, sponsorship, public Relations, sales, sales promotion and online marketing are termed marketing communicators or marketing communication managers.

Promotion is one of the Ps in the marketing mix. Promotions have own mix of Communications tools. All of these communications tools work better if they work together in Harmony rather than in isolation. Their sum is greater than their parts – providing they speak Consistently with one voice all the time, every time. The effectiveness of communication Increased when they are integrated horizontal, vertical, internal, external and data integration. Here is how they help to strengthen integrated communications. Horizontal integration occurs When marketing mix is related with other business functions such as production finance, Distribution and communications and work together and make sure that their decisions and Actions send messages to customers. While different departments such as sales, direct mail

And advertising can help each other through data integration. This requires a marketing Information system which collects and shares relevant data across different departments. Vertical integration means marketing and communications objectives must support the higher Level corporate plan and objectives for moving towards the corporate missions.

When developing the sales promotion strategy for your business, it is important that we keep the following points in mind:

Customers attitudes and buying patterns

- Your brand strategy
- Your competitive strategy
- Your advertising strategy

And other external factors that can influence your product availability and pricing.



## **CHAPTER :2**

# **PROJECT OVERVIER**

## **2.1 Objectives of the study**

- **Increase Sales Closing**

The main objective of sales management is to increase as far as possible the number of sales closing (volume). The goal is to earn more profits by closing more sales.

For closing more sales, if the market is new the manager has to introduce new products in a way that likely gets higher acceptance of the public. And, if the goal is to achieve from the existing market, sales teams should be rightly trained, should be familiarized with the market.

- **Increase Profit**

It is clear that every business firm's goal is profit maximization. Every firm devotes its effort to achieving maxim profits. In sales management, the profit is maximized through achieving more customers and closing more sales. It is obvious that the more sales the firm close the more profit it will realize.

Moreover, when sales teams are not doing well to increase profit level, they again instructed and pushed to the right track.

- **Achieve Long-Term Growth**

The long-term objectives of sales management can be achieved by the effective management of sales teams. Sales teams are what came true sales goals written in the paper.

Here, the long-term goal is achieved through mainly quality product, proper marketing campaigns, customer satisfaction, and effective follow-up.

- **Get New Customers and Retain Them**

Sales teams are also trained on how to find new customers and retain them. The more customers a firm has the brighter future it shows for the firm.

New customers are found from such as from referrals, cold calls, trade shows, and so on. The objective here of the sales manager is to search for new customers, qualify them, and make real deals with them. While qualifying new customer's certain criteria may have been mentioned which the sales team has to consider identifying who is a prospect and who is just a lead

- **Better Sales Planning**

Last but not least, the objective of sales management is to make better sales plans. Sales plans consist that outlines of how the future sales goals will be achieved. Along with making a sales plan, the sales management implement and control it to achieve the planned level of sales of products and services.

## 2.2 Need of the study

The success of the organization is highly depend on the sales.

The organization has to implement the effective sales promotion to improve the sales to increase profits. Sales promotional activities not only satisfy the organizational goal, it fulfils the customers and helps in acquiring new customers.

The most important task of a marketer is to get the right product at the right place with the right price to the right person. Besides, it was also necessary to go back and find whether consumer is getting optimum satisfaction, so that consumer remains loyal. These aspects made it imperative for the marketers to conduct marketing research.

### 1. Identifying problems and opportunities in the market

It helps in identifying new market opportunities for existing and new products. It provides information on market share, nature of competition, customer satisfaction levels, sales performances and channel of distribution. This helps the firms is solving problems.

### 2. Formulating market strategies:

Today's, markets are no more local. They have become global. Manufacturers find it difficult to contact customers and control distribution channels. Competition is equally serve. The consumer needs are difficult to predict. Market segmentation is a complicated task in such wide markets. The marketing intelligence provided through marketing research not only helps in framing but also in implementing the market strategies.

### 3. Determining consumer needs and wants:

Marketing has become customer- centric. However, large – scale production needs intermediaries for mass distribution. Due to prevalence of multi channels of distribution, there is an information gap. Marketing research helps in collecting information on consumers from structured distribution research and helps in making marketing customer oriented.

### 4. For effective communication mix:

In an Era of micro – rather than mass- marketing, communication play a vital role. Marketing research uses promotional research to study media mix, advertising effectiveness and integrated communication tools. Research on such aspects will help in promoting effectively a company's product in the market.

### 5.Improving selling activities:

Marketing research is used to analyse and evaluate performances of a company within a market. It also studies effectiveness of a sale force. It helps in identifying sales territories. Such information helps the companies in identifying areas of shortcoming in sales. It also examines alternative methods for distribution of goods.

#### **6. For sales forecasting:**

The most challenging task for any production manager is to keep optimum levels of inventory. However, production is undertaken in anticipation of demand. Therefore, scientific forecast of sales is required. Marketing research helps in sales forecasting by using market share method, sales force estimate method and Jerry method. This can also help in fixing sales quotas and marketing plans.

#### **7. Managerial decision making:**

Marketing research plays a vital role in the decisions making processes by supplying relevant, up-to-date information to access customer needs and wants, market situation, technological change and extent of competition.

#### **8. To revitalize brands:**

Marketing research is used to study and find out the existing brand position. It finds out the recall value of brands. It explores the possibilities of brand extension or prospects of changing existing brand names. The main purpose of marketing is to create brand loyalty. Marketing research helps in developing techniques to popularize and retain brand loyalty.

## **2.4 Scope of the study of sales**

### **1. Planning & Forecasting**

Project managers must be able to anticipate and identify future sales opportunities for the company and carefully plan the specific sales-related activities that will be required well in advance.

### **2. Structure of Sales Team**

The team responsible for a company's sales is called the 'sales organization'. It is up to the sales manager to decide just how this organization of sales personnel is going to look, and which functions each individual will fulfil.

### **3. Sales Budgeting**

Once a sales opportunity has been identified, and the plan has started taking shape, a sales manager should be able to determine an estimated sales budget or the expenses to be incurred throughout the sales activities

### **4.HR Planning & Hiring**

A sales manager is also responsible for estimating how many salespersons, sales teams, and sales organizations will be required to achieve the desired outcomes, and is expected to take on the hiring and firing of sales personnel.

#### **1. Sales Training**

Training and development of sales teams are critical components of a sales manager's job description. The better the sales teams perform, the brighter the light that will shine on the sales manager once targets have been met and surpassed.

#### **2. Deciding on Sales Areas**

Every sales team and salesperson must know exactly where they can and can't participate in sales activities, and it is the responsibility of the sales manager to decide on the sales territories for the sales personnel under their management.

#### **3. Managing Sales Force**

Finally, a sales manager must be able to efficiently manage and motivate the entire sales force. This includes regular check-ins with team leaders, and constant monitoring of sales performance throughout sales campaigns.



## 2.3 Limitation of the study

- Marketing Research is not an exact science through it uses the techniques of science. Thus, the results and conclusions drawn upon by using MR are not very accurate.

The result of marketing research is very vague as MR is carry out on consumers, suppliers, intermediaries, etc. Who are humans. Humans have a tendency to behave artificially when they know that they are being observed. Thus, the consumers and respondents upon whom the research is carried behave artificially when they are aware that their attitudes, beliefs, views, etc. are being observed.

- Marketing Research is not a complete solution to any marketing issue as there are many dominant variables between research conclusions and market response.

- Marketing Research is not free from bias. The research conclusions cannot be verified. The reproduction of the same class of respondents give different research results.

- In appropriate training to researchers can lead to misapprehension of questions to be asked for data collection.

- Marketing Research faces time constraint. The firms are required to maintain a balance between the requirement for having a broader perspective of customer needs and the need for quick decision making so as to have competitive advantage.

- Marketing Research is conducted in open marketplace where numerous variables act on research settings.

- Huge cost is involved in MR as collection and processing of data can be costly. Many firms do not have the proficiency to carry wide surveys for collecting primary data, and might not also be able to hire specialized market experts and research agencies to collect primary data. Thus, in that case, they go for obtaining secondary data this is cheaper to obtain.

- There is less interaction between the MR department and the main research executives. The research department is in segregation. This all makes research ineffective.

**CHAPTER: 3**

**ANALYSIS AND OUTCOMES LEARNING AS AN  
INTERN**

### 3.1 A STUDY OF SALES PROMOTION

Sales promotion is the process of persuading a potential customer to buy the Product. Sales promotion is designed to be used as a short-term tactic to boost sales. It is rarely suitable as a method of building long-term customer loyalty. Some Sales promotions are aimed at consumers. Others are targeted at intermediaries and at the firm's sales force.

Sales promotion is one of the five aspects of the promotional mix. (The Other 4 parts of the promotional mix are advertising, personal selling, direct Marketing and publicity/public relations.) Media and non-media marketing Communication are employed for a pre-determined, limited time to increase Consumer demand, stimulate market demand or improve product availability.

Examples include contests, coupons, freebies, loss leaders, point of purchase Displays, premiums, prizes, product samples, and rebates.

Sales promotion is a part of the promotional mix where the business uses many short-terms customers – oriented strategies to stimulate the demand for its product by making it look more attractive and worthy.

#### **~ I learned from sales and marketing intern.**

- Perception of employees regarding recruitment and selection.
- Knowledge about Recruitments and Selection.
- I have faced also some rejection at the time of generating the leads.
- Also observed that most of the academic fresher's only put their efforts on regular Course curriculum but a lot of gaps identified in a personal development  
Like poor English, verbal and written communication, interview skills and lack of Information of general awareness.
- I also experience that some people are rude, and some people talk calmly.

#### **◇ Provide a real time and practical knowledge in the chosen field.**

- 1) Focus on the relevance of what you're learning.
- 2) Take time to reflect and self-explain.
- 3) Use a variety of learning media.
- 4) Change things up as often as possible.
- 5) Identify any gaps in your knowledge.

- 6) Establish clear learning goals.
- 7) Practice generalizing.
- 8) Make your learning social.
- 9) Find daily opportunities to apply what you've learned.

### **3.2 ◇ SWOT ANALYSIS**

#### **• Strengths**

- Mudrabiz Finance Company has a number of services in one platform.
- It creates more capital than any other firms in India.
- Mudrabiz has taken bold steps to empower the state's youth with financial knowledge That will lead to future stability and success in homes and the economy.

#### **Weaknesses**

- There are a number of competitors in these fields so then some candidates will divert.
- Losing market share to your competition or unaware of position in marketplace.

#### **Opportunities**

- Providing Stock broking.
- 100% placement, no. Of education modules, career counselling, etc.
- Wide range of investment options, products & services, to build your financial goals with ease.

#### **➤ Threats**

- Increased competition.
- Some Market Risk.

### **3.3 Importance and benefits of the company:**

#### **~ Importance**

#### **• Discover the real world.**

- We are living in a world of technology and communication and need digital world to keep Informed about the world to keep informed about the world around us. However, there is a fragile line between the use of digital media in an effective way and being addicted to it.

### • Create your network

- Network deliver three unique advantages: private information, access to diverse skills sets, and power. Executive see these advantages at work every day, but might not pause to consider how their networks regulate them. When we make judgments, we use both public and private information.

### • Top up your resume

- A resume is a formal document that serves to show a person's career background and skills. In most cases, it's created in order to help a candidate to land a new job. A traditional resume consists of a professional summary, work history, and education sections. It works like your job hunt marketing.

### • Test your career plan

- Career planning is a crucial step that can determine the direction of your professional life. This process involves taking specific step to achieve your goal, and you may be required to reiterate these steps many times to stay on track in your profession. In this article, we find out how to take practical steps in career planning so that you can continue to advance in your career.

### • Earn university credit

- Start to make your dreams of a university degree a reality with affordable and flexible credit programs on company. Our unique partnerships give you a low- risk and convenient way to earn credit on your schedule. Whether you're a high school students looking to jump start your university career or an adult learner hoping to earn a degree for the first time, company credit- eligible courses can be your path to a brighter future.

### ◇ Benefits of the company:

- Actual work experience
- Application of knowledge
- Networking with professional

- Field experimentation
- Boost in understanding of How job works.

### 3.4 Weekly Learning

#### ➤ Week 1.

Training: In week one they provide me training. In that training program they will guide Me on how to do recruitment and selection, how to do job posting on different sites like LinkedIn, Ana, Work India, etc. And how to talk with different types of candidates.

Task: I done with my job at posting and collecting data from the sites. And I done with my company email I'D.

Outcomes: I learned job posting at sites, and learned to collecting data.

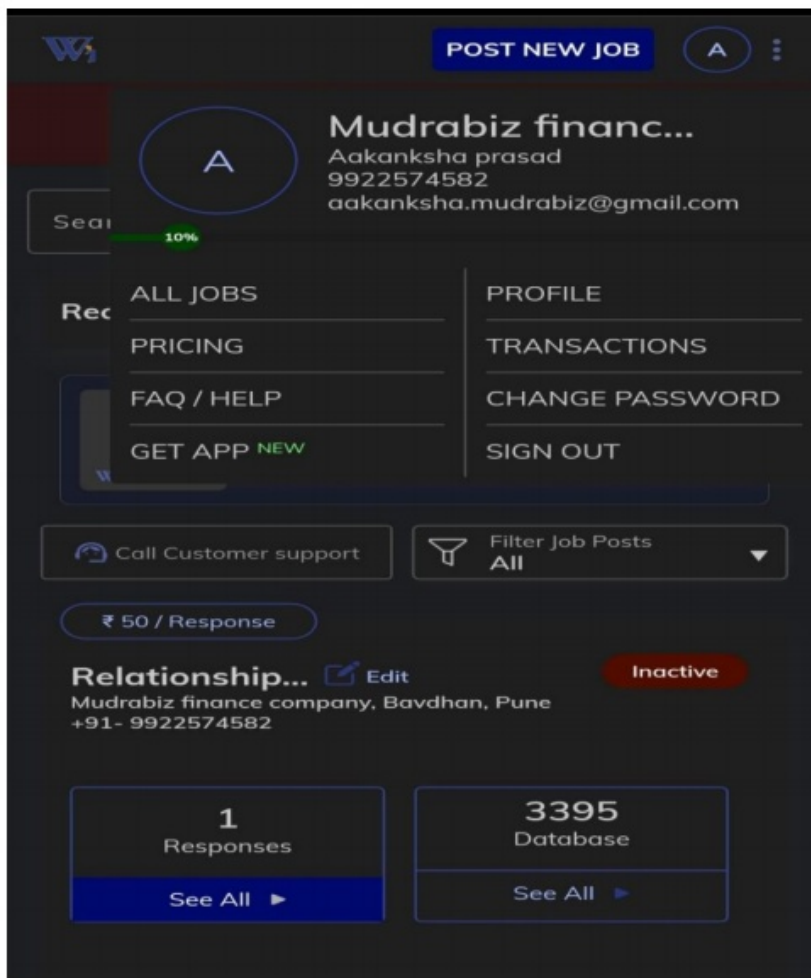
#### ➤ Week 2: -

Training: In week two I learn how to make an attractive job description, I did Job posting on Different Sites and finding leads through different posting sites.

Task: I making script of job description.

Outcomes: After I making script, I posted job description in my job posting sites. It makes easy to collecting data. I getting data to Work India job sites.





➤ **Week 3: - Training:** In week three I brief all job details to candidates via calling. In calling I talked About different types of candidates like some candidates are rude, some are calm. My Experience in week three was how to talk with different types of people and handle the Situation very camly.

**Task:** I making script to talk with the Candidates. And I tell them about the company details., and tell them how the company is actually working and if they are interested to work at Mudrabiz. I understood them process of joining Mudrabiz, and their interview process.

### • Conversation script with customers

Me and customer

- Me – Hello Am I talking to (customer name)
- Customer- yes
- Me – This is Aakanksha from Mudrabiz finance company we got your number from job portal are you looking for any job right now?

- Customer – yes
- Me – OK may I know your qualification. Our company is actually hiring for a relationship manager post.

Our company is providing you 5 days free training camp program it will be started on (date, 22 Nov.) And the training will be online and the timing is 12:00 to 2:00 pm. After training is done you may appear one national government exam that is NISM 8 examination.

After examination we will call you for interview.

- Me – (customer) is this your what's app number.
- Customer- yes
- Me – ok I will be sharing our one link it's a Google form link. It is the registration from the training. After you filling Google form take screenshots and sharing Me confirmation.

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Outcomes - I talk with customers very calmly, I talk confidently and I easily handle the Situation and every day I maintain all data in word file

**➤ Week 4 to Week 8 :-** In week 4 to week 8 I did recruitment and selection, taking interviews of different candidates. I also screened candidates based on skills, communication and Knowledge and selected the right candidate for a job profile.

Task: Data collection, I collecting data in my job posting and my mentor also provide me data for the customers who is interested to work at company. I contact with the customer and giving company details and I told them to fill the forms to joining the company session

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Outcomes: I get experienced to recruitment and selection the candidates. And I easily handle their situation. And this is the data which was I collected in my task.

➤ **Week 9 to 12:** - In week nine I worked on college tie ups. In that working period I talked with Different placement in-charge of different colleges and briefed all the internship details for Hiring new interns for our company. I did college tie ups. I gives all the information of the company and I collecting the list of students which are interested to do work in mudrabiz finance company. And the last week I making a video of feedback of the company.

Task: I taking a number of the all our India colleges and directly contacts with their principal of the college and I firstly introduce myself and then I given the information of the company and I ask them Are your students are interested to buying the modules of the company. If you are interested kindly share the data of the students.

Overcomes:

I Learned how we selling modules to the students, and how to talk with them and handle their situations. I easily collecting data. This was done with the objective of generating interest and leads for Mudrabiz services.

## ◆ **Teamwork:**

The first thing we need to mention is definitely team work. Your internship Experience is unlike your college project where one person did all the work and the Grades were shared among the rest. Here, it is more professional and each one in a team Needs to work together to finish the task. In an internship, you learn to work as a team Without focusing entirely on yourself. You also develop patience in situations when You disagree with another member(s) of the team.

### • **Problem Solving Skills:**

What real-life problems have you solved till now other than to decide what to wear The next day and how to dodge the upcoming assignment deadline? An internship Introduces you to real-life work problems and hence develops your problem-solving Skills.

### • **Work Ethics:**

You won't really learn about work ethics until you are in a tangible work Environment. In college education, we are used to making excuses for late, Short attendance and what not! But it is only when we are introduced to the actual Environment that we learn work ethics.

### • **Adaptability Skills:**

Not everyone is adaptable from the beginning. In fact, you can refuse to be so even During your internship experiences but the loss is yours. Being adaptive to your Surroundings easily is one of the most useful soft skills not only desirable to employers but also important to your self-growth. So, make the most of your internship Experiences and learn some adaptability skills while you are there.

### • **Communication Skills:**

Talking of soft skills, can the importance of communication skills be ever put into Words? It's one of the top listed skills that recruiters look for in a resume and something That can get you from bottom to top. Communicating well is a gem of a skill which you Can learn during your internship experiences.

- **Responsibility :**

Often missed out in the list of soft skills, being responsible is an integral skill Required in the job arena. Your internship experience makes you more responsible and Accountable for what decisions you make and how you execute what's been allocated To you.

- **Time Management:**

Last on our list, but still as important as the others, is time management. Earlier, you could just miss a class because you had some personal commitments. During an Internship which is almost the beginning of your work life, you can't mark your absence On a regular basis. Hence, it helps you learn to manage your time better by maintaining A balance between your work and personal life, without harming any of them.

## ◆ **Reasons of marketing is important in business**

It's important to remember that marketing is a process, and to market your business, it might require some time and attention to detail. However, there are many benefits to executing a comprehensive marketing strategy, including:

### 1. **Brand awareness**

Brand awareness refers to how recognizable an organization is based on its logo, style and reputation. Brand awareness helps businesses retain customers and reach new ones. Effective marketing can help generate brand awareness by placing a brand where consumers or other businesses might see it. For example, a brand whose target audience is kids might place their products in children's stores or place ads for their products during children's television programs to expand their reach.

Brand awareness is also important because consumers often want something they are familiar with, whether they are trying something new or performing a daily task. A consumer who is used

to a specific toothpaste brand, for example, may purchase that brand over one they are unfamiliar with, even if the less familiar brand is cheaper and has the same ingredients.

If you are looking to grow your organization, consider using some of these brand awareness marketing strategies:

- Developing brand identity
- Strategizing ways to position your brand
- Using social media to expand brand recognition

## 2. Engagement and communication

Engagement marketing refers to in-person or online interactions and communications a business might use to promote its products and services. A business may engage with customers or other businesses through social media, email or customer service. One marketing strategy that can help your business engage customers is creating social media and SEO content like blogs or articles. Using this method may help boost customer engagement develop lasting relationships because you can customize your content to your target audience's interests.

Communication marketing is also important because it can influence how customers view businesses. For example, a business with the right balance of informative emails and incentives, like promotional discounts, may help persuade customers to re-engage with the business. These positive effects might include increases in sales, customer loyalty and customer referrals.

If you are interested in boosting your business's engagement and customer communications, consider using these marketing strategies:

- Creating engaging and interactive content
- Using data to understand customers
- Promoting user-generated content

## 3. Personalization

Personalization marketing is when businesses customize experiences for individual customers. A business's email communication to a customer may address them directly by using their name, or



they might receive special promotions based on their relationship with the business if they are a member. This type of personalization marketing might make a consumer more likely to read the entire email and use the business's product or service in the future.

Another way you can use personalized marketing is by letting customers choose which advertisement they want to view. For example, if a business is paying for an ad on a streaming service, they may give viewers the option to choose between two ads based on a short preview. This allows the ad experience to feel more personalized, which can build loyalty and interest.

If your business wants to personalize its marketing, use strategies like these:

- Creating customized messages
- Targeting customers based on location
- Promoting similar products

## 4. Sales

Marketing is important for sales because it can inform consumers about what a business offers, its value and what sets it apart from competitors. For example, a business offering tax services might call attention to how they make doing taxes easier. Campaigns like this can help encourage customers to buy the products or services your business offers.

Marketing can also target individuals or groups who may be more likely to buy a business's product or service. A business may use its analytics to re-target former customers who all bought a similar product when releasing an updated version of the product.

If your business needs to increase sales, these marketing strategies may help:

Implementing specialty marketing campaigns

Highlighting benefits

Identifying networking opportunities

Related: How to Use Target Marketing

## 5. Analytics

Marketing analytics can provide data and numbers to help professionals make informed marketing decisions that will achieve the greatest ROI. A business may use marketing analytics to identify audiences who previously didn't engage with their business, then develop future campaigns that specifically address those audiences to engage them. Strategically using information from marketing analytics may help maximize a company's chances of increasing sales or consumer engagement. Businesses can also use marketing analytics to document their growth, which can be important when deciding whether to expand and when sharing statistics with investors or board directors.

Other ways to use marketing analytics are:

Identifying market changes

Tracking customer engagement

Examining sales and market trends

## **Overall Learning**

### **1) How to develop effective marketing and communication strategies and so Much more.**

#### **Plan Your Marketing Communications Strategy in Six Simple Steps**

- Identify Your Target Market.
- Identify Your Target Customers.
- Identify Your Unique Selling Proposition.
- Match Your Audience Problems to Your Product Solutions.
- Match Your Messaging to Channels You Choose.
- Set Your Goals and Identify a Way to Measure Them.

### **2) We also learn the four P's of marketing (product, promotion, price, Place).**

The four Ps are the four essential factors involved in marketing a good or service to the public. These are the four Ps: the product (the good or service), the price (what the Consumer pays), the place (the location where a product is marketed), and promotion (the Advertising). The 4Ps of marketing is a model for enhancing the components of your “marketing mix” – the way in which you take a new product or service to market. It helps You to define your marketing options in terms of price, product, promotion, and place so That your offering meets a specific customer need or demand.

### 3) I also learn the digital marketing as well as social media marketing.

So what is the difference between digital marketing and Social media? The short Answer is that digital marketing is an umbrella term for SEO, Email Marketing, Content Marketing, Public Relations, Social Media, and more. Social media is just one of the many Channels that make up a digital marketing campaign. Digital marketing uses both online And offline digital means to reach out to the target audience, while social media marketing is limited to online boundaries. Your digital media marketing campaign may use a variety Of channels such as mobile advertisements, TV, online advertising, SMS, etc. You’ll learn What social media marketing entails, including the history and the different social media Channels that exist. You’ll learn how to select a social media channel that fits your needs, Set goals and success metrics, and determine who your target audience is.

#### 7 Essential Skills Every Digital Marketer Needs to Know

- Video Marketing.
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM) ...
- Content Marketing.
- Data / Analytics.
- Understand Design Thinking & Planning.
- Be Tech Savvy.
- Be Persuasive.
- Highlight Your Unusual Skills.

### 4) How to deal with different types of people at different situation.

In handling hostile and aggressive customers, you will likely feel threatened, awkward,

Angry or fearful even.

- Remain calm and professional. It is critical that you remain in control.
- Let them vent their emotions.
- Find the right moment to get your voice in.
- Sit them down.
- Be friendly.
- Keep eye contact.
- Do not argue.
- Listen.

Here are eight of the most effective ways to communicate with customers.

- E-mail.
- Website.
- Phone Technology.
- Text Messaging.
- Web Chat.
- Social Media.
- Video Messaging.
- Handwritten Notes.

### 5) How to convince the consumer and how to handle the bad situation with calmly?

The following are some steps you can take to provide excellent customer service

When dealing with difficult customers:

- Keep your communication professional.

- Remain calm and collected.
- Speak softly.
- Practice active listening.
- Give them time to talk.
- Understand the customer's point of view.
- Assess their needs.

#### Difficult Customers: The Right Way to Handle Them Like a Pro

- Focus on facts instead of feelings, Lean on your support team.
- Embrace the anger, but stay calm.
- Offer options to solve the problem.
- Be sincere with your response.
- Don't switch customer service channels.

## **CHAPTER: 4**

### **CONCLUSION AND SUGGESTION**

## **◆CONCLUSION**

- I conclude that Sales person is the one of the main link between the customer and the Any organization. Sales is the essential part of the growing business.
- For generating the leads marketing is important. In marketing promotion and Advertising play the important role.
- Your business needs to have the right culture to attract loyal customer and also take Feedback from customer.
- Good sense of humour always work in the marketing. You have a great convincing Power you can easily manipulating any customer.
- To focus and discuss the Sales and Marketing Strategies of Business Solutions limited.
- To give an overview of Business Solutions limited.
- Business Associations and Networking with Prospects through Online Platforms and Business Networking and Relationship Building via Key Marketing Initiatives.
- To focus on the various services, work environment and facilities provided by Business Solutions limited.
- To focus on the importance, benefits, reasons of Marketing Strategies of Business Solutions limited.



## 4.2 Suggestions

As a stock market-related company, Mudrabiz Finance can benefit from prioritizing communication over advertising. This means that the company should focus on building a strong brand image through effective communication strategies, such as creating valuable content that educates and informs their audience about various investment opportunities and financial products. By doing so, the company can build trust with their audience and establish themselves as a credible source of financial information.

Additionally, Mudrabiz Finance can also leverage promotional ads to reach a wider audience and promote their services. However, it is important to note that traditional banner ads and pop-ups are often ignored by users, so the company should focus on creating interactive and creative ads that capture the attention of their target audience. This can be done through the use of multimedia elements such as videos, animations, and infographics.

Finally, when creating advertising campaigns, Mudrabiz Finance should target individuals rather than the masses. This means that the company should create personalized messages that resonate with their target audience's needs and interests. By doing so, the company can increase the likelihood of their ads being clicked on and convert more leads into customers.

Overall, Mudrabiz Finance can benefit from a strong focus on communication and creative, personalized advertising strategies that help them stand out in a crowded market.

## **CHAPTER: 5**

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