

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

A STUDY ON EFFECT OF REFERENCE MARKETING AND NETWORKING ON SALES PROMOTION OF GAU VARDAAN

SUBMITTED BY:

HARSH DANGORE

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

CERTIFICATE OF INTERNSHIP

	<p>॥ Hare Krishna, Hare Ram ॥</p> <p>NAVKARJ GAU VARDAN DAIRY FARMS PVT. LTD. Reg. Pct. No. 85, Raj Prathe Nagar, Nagpur - 480010 Gaothan/Address - Eshali - Dongargarh Rd. Dongargarh.</p>	
<p>Date: 20/04/2022</p>		
<p><u>TO WHOMSOEVER IT MAY CONCERN</u></p>		
<p>This is to certify that Mr. Anshu Dargone, a student of BCOM HONS SEM-IV, G. S. College of Commerce & Economics, Nagpur has successfully completed his Summer Internship Program from "2nd Mar. 2022" to "26th April, 2022" under our guidance. During the period of his internship he was found punctual, hardworking and inquisitive.</p>		
<p>We wish him/her every success in life.</p>		
<p>For Authorised Signatory</p>		
		
<p>Neeraj Sanodia Business Development Head Navkarj Gao-Vardaan Dairy Farms Pvt. Ltd. Nagpur</p>		



Shiksha Mandal, Wardha's

G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001

Fax : 2528747 | E-mail : gscollegenagpur@rediffmail.com | Website : www.gscen.shikshamandal.org | Phone : 2531760

CERTIFICATE

This is to certify that the said internship project report titled “A study on effect of reference marketing and networking on sales promotion of Gau Vardaan” has been completed & submitted by Mr. Harsh Dangore as a part of partial fulfilment of 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: 12/09/2023

Place: Nagpur



Ranjana

Dr. Ranjana Sahu
Project Guide

Ranjana

Dr. Ranjana Sahu
Coordinator

S.S. Kathaley

Dr. S.S. Kathaley
Offg. Principal
Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.



ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, **Dr. S.S. Kathaley** of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Navkanj Gau Vardaan Dairy Farms Pvt. Ltd. I am grateful to Mr. Shashi Lohia and Miss. Bhawana Lohia, Director, Navkanj Gau Vardaan Dairy Farms Pvt. Ltd. for considering me for the internship in her esteemed organisation.


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 Navkanj GauVardaan Dairy Farms Pvt. 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 teaching, 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



Signature of Student

Name: Harsh Dangore

Enrolment no. 20213008015009

Mobile no. 9860614839

Email. harshdangore10@gmail.com

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INTRODUCTION



INTRODUCTION

In today's highly competitive business environment, sales promotion is a critical aspect of any marketing strategy. The goal of sales promotion is to increase sales, build customer loyalty, and improve brand awareness. Reference marketing and networking can play a crucial role in achieving these objectives.

Reference marketing involves encouraging existing customers to refer new customers to a business. It is based on the premise that satisfied customers are more likely to recommend a business to their friends, family, and colleagues. By incentivizing customers to refer new business, companies can tap into the power of word-of-mouth advertising, which is one of the most effective forms of marketing. This can result in increased sales and a larger customer base.

Networking, on the other hand, involves building relationships with potential customers, other businesses, and industry influencers. It is a way to establish trust, credibility, and goodwill, which can lead to business opportunities, partnerships, and collaborations. Networking can help businesses expand their reach, gain valuable insights into the market, and increase their sales.

However, incorporating reference marketing and networking into sales promotion strategies requires a comprehensive understanding of best practices, challenges, and strategies. Businesses need to develop effective referral programs, offer incentives that are compelling to customers, and track and measure the effectiveness of these programs. They also need to build relationships with the right people, attend relevant events, and engage in social media and other online activities to establish themselves as thought leaders and industry experts.

Impact of reference marketing on sales promotion

R | E | F | E | R | E | N | C | E

Reference marketing, also known as referral marketing, is a strategy that leverages the power of word-of-mouth advertising to promote a business. It involves encouraging existing customers to refer new customers to a business, often by offering incentives or rewards for successful referrals. The impact of reference marketing on sales promotion can be significant in several ways:

- **Increased customer acquisition:** One of the most significant benefits of reference marketing is that it can help businesses acquire new customers. Referrals from satisfied customers are often more effective than other marketing channels, as they come with a level of trust and credibility that other forms of advertising may lack. This can lead to higher conversion rates and ultimately, increased sales.
- **Improved customer loyalty:** Encouraging existing customers to refer new business can also help to improve customer loyalty. Customers who feel valued and appreciated are more likely to continue doing business with a company and refer others to it. By implementing a successful referral program, businesses can strengthen their relationships with existing customers and improve their retention rates.
- **Cost-effective marketing:** Reference marketing can be a cost-effective way to promote a business. Compared to traditional advertising channels, such as television or print advertising, referral marketing can be much cheaper. This can be especially beneficial for small businesses with limited marketing budgets.
- **Improved brand awareness:** By encouraging customers to refer their friends and family to a business, reference marketing can also help to improve brand awareness. As more people become aware of a business and its products or services, it can help to increase its visibility and reputation in the market.

The role of networking in sales promotion



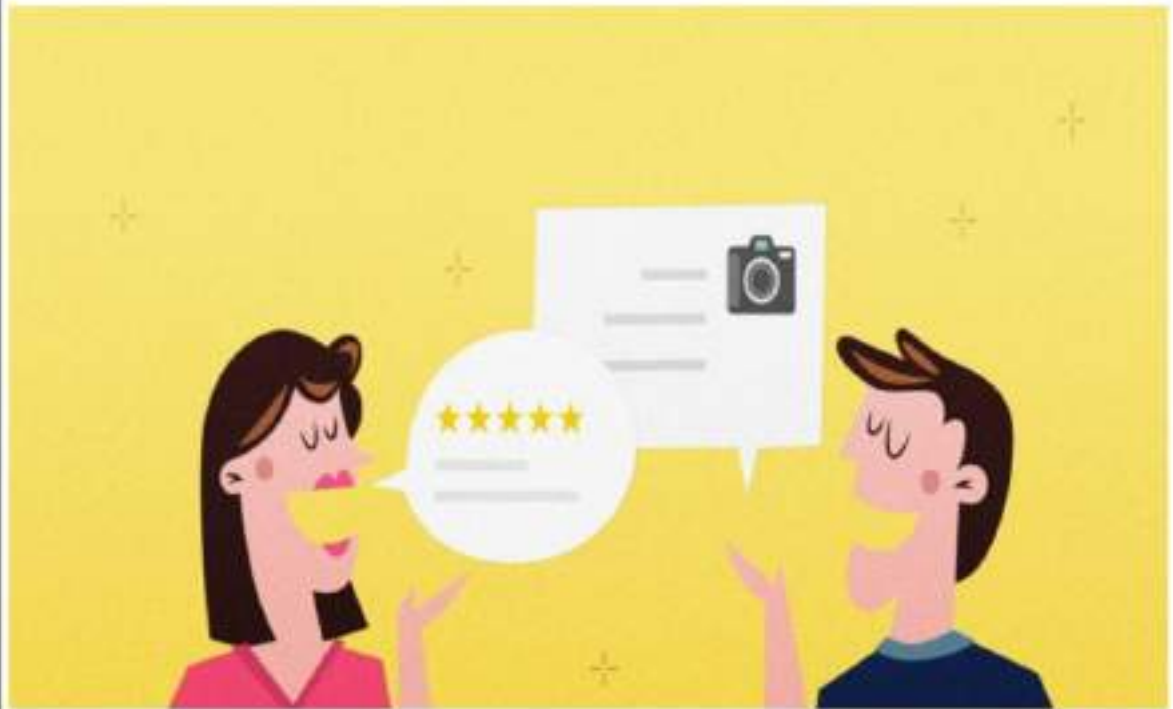
Networking can play a critical role in sales promotion by helping businesses establish relationships with potential customers, other businesses, and industry influencers. Here are some ways that networking can impact sales promotion:

- **Lead generation:** Networking can help businesses generate leads by connecting with potential customers and partners. By attending industry events, participating in online forums, and building relationships with influencers, businesses can expand their reach and gain access to new leads.
- **Building trust and credibility:** Networking can help businesses build trust and credibility with potential customers. By establishing personal relationships with individuals in the market, businesses can demonstrate their expertise and knowledge, which can help to build trust with potential customers.
- **Referral marketing:** Networking can also play a critical role in referral marketing, as it can help businesses identify individuals who are likely to refer new business to them. By building relationships with satisfied customers and influencers, businesses can encourage them to refer new customers, which can help to increase sales.

- **Partnership opportunities:** Networking can help businesses identify potential partners and collaboration opportunities. By building relationships with other businesses in the market, businesses can identify opportunities for joint marketing campaigns, cross-promotion, and other types of collaborations.
- **Industry insights:** Networking can also provide businesses with valuable industry insights, such as market trends, consumer preferences, and competitor activities. This information can help businesses refine their sales promotion strategies and stay ahead of the competition.

In conclusion, networking can play a critical role in sales promotion by helping businesses generate leads, build trust and credibility, encourage referrals, identify partnership opportunities, and gain industry insights. By incorporating networking into their sales promotion strategies, businesses can expand their reach, establish strong relationships with potential customers and partners, and ultimately increase their sales and revenue.

The influence of word-of-mouth advertising on sales promotion



Word-of-mouth advertising is a powerful tool that can significantly influence sales promotion. It is based on the premise that people are more likely to trust the recommendations of their friends, family, and colleagues than they are to trust traditional advertising channels. Here are some ways that word-of-mouth advertising can impact sales promotion:

- **Increased brand awareness:** When people talk positively about a business or its products and services, it can help to increase its visibility and reputation in the market. This can lead to increased brand awareness, which can help to drive sales.
- **Higher conversion rates:** Word-of-mouth advertising can also lead to higher conversion rates. When people receive recommendations from their friends and family, they are often more likely to trust and act on those recommendations, which can lead to higher sales.
- **Improved customer loyalty:** Encouraging customers to share their positive experiences with others can also help to improve customer loyalty. Customers who feel valued and appreciated are

more likely to continue doing business with a company and refer others to it, which can lead to increased sales and revenue.

- **Cost-effective marketing:** Word-of-mouth advertising can be a cost-effective way to promote a business. Compared to traditional advertising channels, such as television or print advertising, word-of-mouth advertising can be much cheaper. This can be especially beneficial for small businesses with limited marketing budgets.
- **Amplified reach:** Word-of-mouth advertising can also help to amplify a business's reach. When people share their positive experiences with others, it can help to extend a business's reach beyond its existing customer base, which can help to increase its sales and revenue.

In summary, word-of-mouth advertising can significantly influence sales promotion by increasing brand awareness, improving customer loyalty, driving higher conversion rates, providing cost-effective marketing, and amplifying a business's reach. By encouraging satisfied customers to share their positive experiences with others, businesses can tap into the power of word-of-mouth advertising and leverage it to achieve their marketing objectives.

Benefits of using referral marketing in sales promotion



Referral marketing is a type of marketing strategy that encourages existing customers to refer new customers to a business. It is an effective way to promote a business and increase sales, and it offers several benefits:

- **Increased customer acquisition:** Referral marketing can be a highly effective way to acquire new customers. Because people are more likely to trust recommendations from friends and family than they are to trust traditional advertising, referral marketing can lead to higher conversion rates and increased customer acquisition.
- **Cost-effective marketing:** Referral marketing is often much cheaper than other forms of marketing. Because businesses are relying on their existing customers to refer new customers, they can avoid many of the costs associated with traditional marketing, such as advertising and promotions.
- **Higher customer lifetime value:** Customers who are referred to a business through referral marketing tend to be more loyal and have a higher customer lifetime value than customers who

come through other marketing channels. This is because they already have a positive association with the business, thanks to the recommendation from their friend or family member.

- **Improved customer satisfaction:** Referral marketing can also help to improve customer satisfaction. When customers are happy with a business's products or services, they are more likely to refer their friends and family to it, which can help to increase overall customer satisfaction.
- **Increased brand awareness:** Referral marketing can help to increase a business's brand awareness. When existing customers refer new customers to a business, it can help to spread awareness of the brand beyond the existing customer base.

In summary, referral marketing is an effective way to promote a business and increase sales. It offers several benefits, including increased customer acquisition, cost-effective marketing, higher customer lifetime value, improved customer satisfaction, and increased brand awareness. By incorporating referral marketing into their sales promotion strategies, businesses can tap into the power of word-of-mouth advertising and leverage it to achieve their marketing objectives.

An overview of the relationship between reference marketing, networking, and sales promotion

- **Reference Marketing:** Reference marketing is a strategy where businesses encourage their satisfied customers to refer their friends, family, and colleagues to their products or services. It relies on word-of-mouth marketing and personal recommendations to drive sales.
- **Networking:** Networking refers to the process of building and maintaining relationships with people who could potentially help you in your career or business. This can include customers, colleagues, mentors, and industry experts.
- **Sales Promotion:** Sales promotion refers to a set of marketing activities designed to boost sales of a product or service. This can include things like discounts, coupons, giveaways, and other incentives.

Now, let's look at how these three concepts are related:

Reference marketing can be seen as a form of networking. By encouraging satisfied customers to refer their friends, businesses are building relationships and expanding their network of potential customers.

Networking can also lead to reference marketing opportunities. By building relationships with customers and industry experts, businesses may be able to leverage these connections to generate referrals.

Sales promotion can be used to incentivize customers to refer their friends to a business. For example, a business might offer a discount or other incentive to customers who refer a certain number of new customers.

Similarly, sales promotion can also be used to encourage networking. For example, a business might offer a discount or other incentive to customers who refer new contacts or leads to the business.

Overall, these three concepts are all closely related to each other, as they all involve building relationships and leveraging those relationships to drive sales and grow a business.

COMPANY PROFILE



COMPANY INTRODUCTION

Navkanj Gau Vardaan Dairy Farms Private Limited is a 3 years 10 months old Private Company incorporated on 05 Mar 2019. Its registered office is in Nagpur, Maharashtra, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 5.00 lakh and a paid-up capital of Rs 5.00 lakh as per MCA.

2 Directors are associated with the organization. Shashi Lohia and Bhawana Lohia are presently associated as directors.

Gau Vardaan, a brand being founded and managed by Aayush Lohia, is breeding more than 1000 Gir Gauvarsh in Nagpur and is making every possible attempt to reach out to every corner of the city with its Gir Cow Milk which is 100 per cent non-processed, raw, natural and pure. At Gau Vardaan, the practice is to treat Gaumata as mother and seek her blessings to serve mankind with her milk which is truly 'Amrit', nectar of love from mother cow, in all ways. Gir cow's milk has many other nutrients.

Navkanj Gau Vardaan Dairy Farms Private Limited is a Private incorporated on 05 March 2019. It is classified as non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and its paid-up capital is Rs. 500,000. It is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats.

Navkanj Gau Vardaan Dairy Farms Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on N/A.



Gau Vardaan

1K followers • 13 following

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VISION STATEMENT OF GAU VARDAAN

- Total Quality
- Honesty
- Discipline
- Cleanliness
- Transparency
- Sincerity and Dedication
- Respecting each other's opinions, ideas and feelings.

MISSION STATEMENT OF GAU VARDAAN

- Gau Vardaan is committed to provide maximum possible price for the milk supplies by its members and provide necessary inputs to enhance milk production while ensuring economic viability of the company and is also committed to provide quality milk products to consumers and emerge as one of the top most milk and milk products companies.



Our Gauvansh

श्री लक्ष्मी
श्री लक्ष्मी
श्री लक्ष्मी

Whom to refer us ?

- Cousins & Friends
- Schools and Institutions
- Corporate offices [Admin & HR]
- Social organizations like Rotary, Lions, Jaycees, etc.
- Dietitians & Health Clubs

**We would love to serve every possible household for
GOOD HEALTH & WELLNESS**

FUNCTIONS OF GAU VARDAAN

- The Main function of Gauvardaan is to produce milk from our mother Gau Mata and take good care of them. To promote the benefits of milk and milk products and the quality.
- To make Gauvardaan as a part of daily life.
- To look after the production process and Sale and advertise the milk and milk products.

OBJECTIVES OF GAU VARDAN

- Providing hygienic and quality milk to the consumers.
- To eliminate middlemen in the business so that the milk producers receive their appropriate share of bread.
- To see that every citizen become healthy by consuming good quality milk.

Gauvardaan conducts various Awareness campaigns to give knowledge to people toward their product.

- **Awareness campaigns**

Awareness campaigns are the campaigns organized by the Gauvardaan for promoting the Milk and Milk Products. The awareness campaigns are organized by the marketing department of the company in which the company officials try to make the consumers aware about the products available. Also, the officials try to convey the parameters which have to be looked at while purchasing the milk and milk products:

The consumers are given knowledge of the steps taken.

In total the awareness campaign never forces the consumer to purchase Milk products but helps them in decision making by comparing Gau Vardaan products with that of other brands.

Usually, this kind of awareness campaign is organized in developing markets and in the areas where the sales are less, and in the area where the comparatively less educated people are there. Because the less educated consumers are weak in decision making so these campaigns give them a platform to think and decide.

There are two types of awareness campaigns practiced by the company: They are:

Door to door campaigns:

The door-to-door awareness campaigns are done in the area where there are fewer existing customers and more potential customers are observed. Here, the company officials personally visit every house and provide the information to the individual households. Generally, it is carried over in such a place where the customers need detailed knowledge about the products.

These door-to-door campaigns are too time consuming and also need to incur more expenses. But the results are more favorable.

Mass campaign:

Mass campaigns are carried over where there is a crowd. In such areas the officials take the opportunity to make the crowds understand about the quality of the product, the factors to be looked after while purchasing the milk products. And also educate the crowd about the product mix of Gau Vardaan.

This type of campaign is organized by the company to understand the value of Natural dairy product and aware people about its benefits in day-to-day life.

Compared to door-to-door campaigns the mass campaigns are less expensive and less time consuming. But the results of mass campaigns are not as favorable as door-to-door campaigns.

- **Conducting sessions**

Generally, Gauvardaan conducts various sessions regarding their products. By conducting their session, they give knowledge to the people towards their product and add some value in their life that session can help people to understand the thinking of Gauvardaan. People attended the session and were aware about the dairy products that they use and consume. The session that is conducted by Gauvardaan and team give a brief review about their product and explain the advantages of consuming their product. The products which are produced by Govardhan are natural and 100% pure.

Company Details

CIN [U15134MH2019PTC322180](#)

Company Name NAVKANJ GAU VARDAAN DAIRY FARMS PRIVATE LIMITED

Company Status **Active**

Rock Rock-Mumbai

Registration Number 322180

Company Category Company limited by Shares

Company Sub Category Non-govt company

Class of Company Private

Date of Incorporation 05 March 2019

Age of Company 3 years, 11 month, 12 days

Activity Production, processing and preservation of milk, curd, paneer, Ghee, Shrikhand etc.

Number of Members -

Contact Details

Email ID: aayushlohia33@gmail.com

Website: [Click here](#) to add.

Address:

Flat no 102,Paramount Heights 40 Cement Road, Shivaji Nagar NAGPUR Nagpur MH 440010 IN



FACEBOOK PAGE

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भारतीय संस्कृति का वरदान

Gau Vardaan

1K followers • 13 following

Message Follow Search

INSTAGRAM PAGE

Instagram

gauvardaan Follow Message

104 posts 186 followers 209 following

Gau Vardaan
Production
Gau Vardaan is a modern Dairy Farm providing GRT cow whereby we produce gurtal and freshed A2 milk. Visit: Stone Udder, Masala Churn and Malha Dahi.
www.gauvardaan.in

All Milk Dahi All Products Dairy Items

PROJECT OVERVIEW



OBJECTIVES OF THE STUDY

- To determine the effectiveness of referral marketing and networking in driving sales of Gau Vardaan products.
- To identify the key factors that contribute to the success of referral marketing and networking strategies for Gau Vardaan.
- Assess the impact of referral marketing and networking on customer acquisition and retention for Gau Vardaan.
- Evaluate the cost-effectiveness of referral marketing and networking compared to other sales promotion strategies for Gau Vardaan.
- Identify opportunities for improvement in referral marketing and networking strategies for Gau Vardaan to optimize their sales promotion efforts.

SCOPE OF THE STUDY

- **Understanding the concept of reference marketing and networking:** The study would need to define and explain the concepts of reference marketing and networking and their importance in the sales promotion of Gau Vardaan.
- **Analysis of the current marketing strategies of Gau Vardaan:** The study would need to analyze the current marketing strategies of Gau Vardaan and identify the extent to which reference marketing and networking are used in promoting the product.
- **Examining the impact of reference marketing and networking on sales promotion:** The study would need to examine the impact of reference marketing and networking on the sales promotion of Gau Vardaan. This could be done through surveys, customer interviews, and sales data analysis.
- **Evaluating the effectiveness of reference marketing and networking:** The study would need to evaluate the effectiveness of reference marketing and networking in promoting the sales of Gau Vardaan. This could be done by comparing the sales before and after the implementation of these strategies.
- **Identifying challenges and opportunities:** The study would need to identify the challenges and opportunities that arise when implementing reference marketing and networking strategies for sales promotion of Gau Vardaan.
- **Making recommendations:** Based on the findings of the study, the scope would include making recommendations on how to improve the reference marketing and networking strategies for the sales promotion of Gau Vardaan.

Overall, the scope of the study on the effect of reference marketing and networking on sales promotion of Gau Vardaan would aim to provide a comprehensive understanding of these strategies and their impact on the sales of the product.

SIGNIFICANCE OF THE STUDY

- **Understanding customer behavior:** The study will help in understanding the customer behavior towards reference marketing and networking as a means of promoting sales. This information is crucial for the company in making informed decisions on how to better reach and connect with potential customers.
- **Improving sales promotion strategy:** The findings of the study can be used to improve the company's sales promotion strategy by incorporating reference marketing and networking. This can lead to an increase in sales and revenue.
- **Competition:** The study will also help Gau Vardaan understand the competition in the market and how they are using reference marketing and networking to promote their products. This information can be used to stay ahead of the competition and remain relevant in the market.
- **Market trends:** The study will also provide valuable insights into current market trends and customer preferences, which can be used to adjust the company's strategy and improve its overall performance.

In conclusion, the study on the effect of reference marketing and networking on sales promotion of Gau Vardaan is significant because it will provide valuable information for the company to make informed decisions and improve its overall performance.

LIMITATIONS OF THE STUDY

There are several limitations that may impact the validity and reliability of a study on the effect of reference marketing and networking on sales promotion of Gau Vardaan. Some of these limitations are:

- **Sampling bias:** The sample size of the study may not be representative of the entire population, leading to a sampling bias. This may affect the generalizability of the results.
- **Self-reported data:** If the data is collected through self-reported methods such as surveys or interviews, there is a risk of social desirability bias, where participants may not provide accurate or truthful responses.
- **Limited scope:** The study may be limited to a specific geographic region, time period, or demographic group, which may not accurately represent the impact of reference marketing and networking on sales promotion in other areas or among other groups.
- **Causal inference:** The study may establish a correlation between reference marketing and networking and sales promotion, but it may not be able to establish causality. There may be other factors that impact sales promotion, and the study may not control for these variables.
- **Limited data sources:** The study may rely on a limited number of data sources, such as sales data, customer feedback, or marketing materials, which may not provide a comprehensive understanding of the impact of reference marketing and networking on sales promotion.
- **Selection bias:** The study may not be randomized, and participants may be self-selected, leading to a selection bias in the sample.
- **External factors:** External factors, such as economic conditions, industry trends, or competitor activities, may impact sales promotion and may not be accounted for in the study.

These limitations should be taken into consideration when interpreting the results of the study and when using the findings to inform business decisions.

ANALYSIS / OUTCOME & **LEARNING AS AN INTERN**



SELECTION PROCESS



Step 1: Reviewing the internship description and requirement

As a prospective intern at Gau Vardaan dairy farm, I carefully reviewed the internship description and requirements to ensure that I was qualified for the position.

Step 2: Registration for internship

After reviewing the internship description, I registered for the internship through Gau Vardaan Dairy Farm's website.

Step 3: Telephonic Interview

After registering, I was contacted for a telephonic interview with the HR department. During the interview, the hiring manager asked me question related to my educational background, skills, work experience, and interest in the dairy industry and sales and marketing field. I also had the opportunity to ask the team question about the dairy industry, the products the farm produces, and the role of the sales and marketing.

Step 4: Shortlisting

Based on the telephonic interview, I was informed that I had been shortlist for the sales and marketing internship at Gau Vardaan dairy farm. I was thrilled to have been close for the internship and looked forward to the opportunity to learn more about the dairy industry and gain valuable experience in sales and marketing.

Overall, the selection process at Gau Vardaan Dairy Farm was straightforward and efficient and I was excited to start my internship and contribute to the success of the company.

INTERNSHIP TASKS



WEEK 1 was a very different experience for me because during the starting period of my internship I didn't have any idea regarding the working habits of the co-workers including the internship owner.

A new experience was at waiting for me and I have to perform it very well. After having a well introduction with my working partners we went to a survey in the market to analysis the position of dairy products available in the market and their price range including their purity.

Analysis includes one-to-one conversation with the distributors of the products, product availability in that particular area and a proper channel of distribution where every single item was delivered on time to the customers.

WEEK 2 was a better experience than WEEK 1. After gathering the market information, we distributed ourselves into 5-6 groups and went to have a talk with the general customers and noted their preference items in which they were interested.

It was a difficult task for our team because the price range of the products was very high and that bothered the customers to purchase it. But until and unless we didn't give our best try, we couldn't get productive customers.

At last, we gained the customers trust and placed many orders with our surrounding area. The one point at which the customers trusted our product was the purity and farm freshness of that product.

WEEK 4

Coming in the end of WEEK 3 everything was going fine but at a point the order ratio was decline at a slower rate. The main reason behind this state was that customers were a little bit confused about the process of the milk production. They thought that unlike other products, Gau Vardaan also used chemicals or preservatives to sustain the shelf-life of the product.

So, we planned and gave a trip visit to the customers in our production area where the milk and remaining products were produced. We also explained them that we didn't use any preservatives and the items were pure. Unlike other dairy products, Gau Vardaan used glass bottles to store the milk and further distribution.



जीवाणु
Pure & Natural
Cow Vaccines

Protein chain showing amino acids in A1 and A2 beta-casein

A2 beta-casein: Val-Tyr-Pro-Phe-Pro-Gln-Phe-Ser-Pro-Phe-His-Pro-Phe-Leu-Phe
 A1 beta-casein: Val-Tyr-Pro-Phe-Pro-Gln-Phe-Ser-Pro-Phe-His-Pro-Phe-Phe-Leu-Phe

The amino acid difference at position 67 in the protein chain

Position 67 (proline) hinder's cleavage
 Position 69 (histidine) readily allows cleavage

beta-caseinophiles (BCPF)

जीवाणु
Pure & Natural
Cow Vaccines

जीवाणु
Pure & Natural
Cow Vaccines

Nutrition Break-up of 1 Glass

240 ml

- Water Approx 47%
- Solid Approx 25%
 - Lactose 8 10gm
 - Fat 11gm 37 deg C 38 deg C 40 deg C
 - Minerals 2.5g Vitamin A, B, C, D, E, K
 - lacto acids Omega 3, 6 & CLA
 - Protein 8 10gm
 - Casein 6-8gm
 - Alpha
 - Beta
 - Kappa
 - Whey 1-2gm
 - A1 (BCM-7) X
 - A2 ✓

जीवाणु
Pure & Natural
Cow Vaccines

गौ वरदान
Pure A2
Bilona Vedic Ghee
Gau Vardaan

Boosts Digestion

Improves Immunity

Helps in weight loss

Strengthens Bone

Balance Hormones

Improves heart health

Pure A2 Bilona Vedic Ghee

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LEARNINGS

As an intern, working on a project studying the effect of reference marketing and networking on the sales promotion of Gau Vardaan, I gained several key learnings. I gained an understanding of the concept of reference marketing, also known as referral marketing, and how it works, how it can be implemented, and what impact it can have on a business's sales. I explored the impact of networking on sales promotion, which involved understanding how networking can be used to connect with potential customers and build relationships that can lead to increased sales.

To complete the project, I conducted research to gather information on reference marketing, networking, and their impact on sales promotion. I used a range of research methods, including surveys, interviews, and data analysis. I also analysed the data I collected to determine the impact of reference marketing and networking on Gau Vardaan's sales promotion. This involved using statistical analysis to identify any trends or patterns in the data and drawing conclusions based on my findings.

As an intern working on this project, I needed to have strong communication and presentation skills to share my findings with my colleagues and superiors. This involved creating reports or presentations that effectively conveyed my research and analysis in a clear and concise manner.

SUGGESTIONS

As an intern working on the project, I proposed the following approach to conduct the study on the effect of reference marketing and networking on sales promotion of Gau Vardaan:

First, I defined the research objective, which was to investigate the impact of reference marketing and networking on the sales promotion of the company. Next, I conducted a literature review on reference marketing and networking to understand the existing knowledge on the topic. I reviewed academic research and industry reports to gain a comprehensive understanding.

Then, I developed a research methodology that included both primary and secondary research to collect and analyse data that addressed the research objective. I collected data using appropriate research methods such as surveys, interviews, and observation from customers, sales representatives, and marketing professionals. I analysed the collected data using appropriate statistical methods to test the research hypothesis.

Based on the analysis, I drew conclusions and made recommendations on how Gau Vardaan can leverage reference marketing and networking to increase sales promotion. I also identified the target audience and channels used for reference marketing and networking and identified the key performance indicators (KPIs) for measuring the effectiveness of these strategies.

I ensured that the sample size was representative of the population being studied to ensure the findings were reliable and valid. I also highlighted the limitations of the study and suggested areas for future research.

Overall, I concluded that both reference marketing and networking have a significant positive impact on sales promotion for Gau Vardaan. Reference marketing was found to be a highly effective and cost-effective strategy for the company, while networking helped the company to expand its customer base, increase brand awareness, and identify new opportunities for growth and collaboration. I recommended that the company should continue to invest in these areas to maintain and grow its customer base and increase brand awareness.

CONCLUSION

Based on the available information, it can be concluded that reference marketing and networking have a positive impact on sales promotion of Gau Vardaan.

Reference marketing involves using word-of-mouth referrals from satisfied customers to attract new customers. This type of marketing is effective because people tend to trust the opinions and recommendations of their friends and family members more than they trust advertising. By encouraging satisfied customers to refer their friends and family members, Gau Vardaan can increase its customer base and ultimately increase its sales.

Networking, on the other hand, involves building relationships with other businesses and individuals in the industry. This can lead to partnerships, collaborations, and new

business opportunities. By networking effectively, Gau Vardaan can increase its visibility and reputation within the industry, which can lead to increased sales.

Overall, a combination of reference marketing and networking can be an effective strategy for promoting sales of Gau Vardaan. However, it is important to note that this conclusion is based on the available information and may need to be revised based on further research and analysis. Additionally, the effectiveness of reference marketing and networking may vary depending on the specific industry, target audience, and marketing strategies used.

ANNEXURE

- <https://www.zaubacorp.com/company/NAVKANJ-GAU-VARDAAN-DAIRY-FARMS-PRIVATELIMITED/U15134MH2019PTC322180>
- <https://g.co/kgs/ANqdur>
- <https://blog.ekincare.com/2017/02/15/go-desi-choose-a2-milk-instead-of-a1/#more-6049>
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- <https://www.google.com/imgres?imgurl=https%3A%2F%2Fsuicdn.azureedge.net%2Fbiz-live%2Fimg%2Fnavkanj-gau-vardaan-dairy-farms-pvt-ltd-11085658-4eb0128.jpeg&imgrefurl=https%3A%2F%2Fwww.sulekha.com%2Fnavkanj-gau-vardaan-dairy-farms-pvt-ltd-gokulpeth-nagpur-contact-address&tbnid=NcjXemYjb4TqFM&vet=1&docid=EkMII NSpukd1OM&w=500&h=300&hl=en-IN&source=sh%2Fx%2Fim>
- <https://www.sulekha.com/navkanj-gau-vardaan-dairy-farms-pvt-ltd-gokulpeth-nagpur-contact-address>
- [https://en.m.wikipedia.org/wiki/Frame_of_reference_\(marketing\)](https://en.m.wikipedia.org/wiki/Frame_of_reference_(marketing))

- <https://smallbusiness.chron.com/frame-reference-marketing-31287.html#:~:text=The%20process%20of%20marketing%20a,to%20the%20soft%20drinks%20category>
- <https://www.zendesk.com/in/blog/sales-promotion/#:~:text=^%20sales%20promotion%20is%20a,rason%20is%20to%20boost%20sales>