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## INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

TITLE

**“A study on social media marketing tools concerning Onex Solutions.”**

**SUBMITTED BY:**

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**B.com (Honours) VI Semester**

**PROJECT GUIDE:**

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Shiksha Mandal, Wardha's

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

**Nagpur**

NAAC Accredited 'A' Grade Autonomous Institution

# OneX Solutions

## CERTIFICATE OF INTERNSHIP

This is to certify that Miss Ayushi Soge has worked as a Digital Marketing intern from the 14.06.2021 to 31.08.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions . We found her to be diligent and disciplined and wish her all the best for her future endeavour

Onex Solutions Pvt. Ltd.



Director

DIPAK H AGARWAL

FOUNDER & CEO , Onex Solutions



Shiksha Mandal, Wardha's  
**G. S. COLLEGE OF COMMERCE & ECONOMICS**

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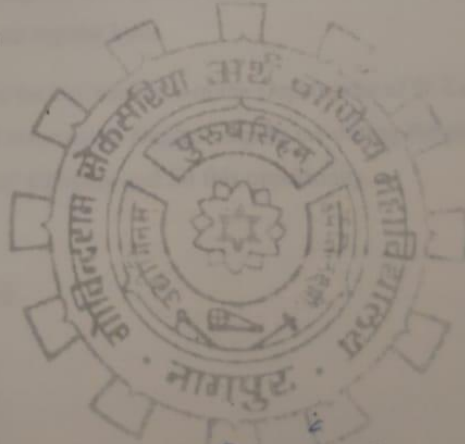
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**CERTIFICATE**

This is to certify that the said internship project report titled “A study on social media marketing tools concerning Onex Solutions.” has been completed & submitted by Ms. Ayushi Soge 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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& 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 giving me the opportunity to undertake my internship at Onex Solutions Pvt. Ltd. I am grateful to Mr. Dipak H Agarwal, Founder & CEO, Onex Solutions Pvt. Ltd. for considering me for the internship in his esteemed organization.

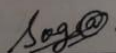
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt Ltd. for giving me exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu Coordinator, 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 the college library for the utmost knowledge provided to us on regular basis.

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

Date: 12/04/2023

Place: Nagpur



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# **CHAPTER NO. 1**

# **INTRODUCTION**

## ABOUT THE COMPANY



Onex Solutions, a full-service mobile marketing agency, focuses on providing the best-in-class service to its clients. This marketing agency has its head office in Kolkata, West Bengal; with this, it has offices in 8 cities in the domestic regions of the country as well as international branches in Dubai and Singapore. When counting the tenure of serving this marketing agency has served for more than 7 years and in these 7 years it has served several top and prestigious clients spread across the country.

Talking about the company's founder- CEO, Dipak Agarwal, A businessman and visionary leader who started Onex Solutions in 2013. He left his job as a qualified Chartered Accountant at Ernst & Young to follow his passion and become Entrepreneur.

The founder Mr. Dipak Agarwal believes in **LOCALISATION** and supports **#BEVOCALFORLOCAL**. He has pledged to **GENERATE OPPORTUNITY FOR 10,000 INDIVIDUALS** to become an independent entrepreneurs as they **LEARN DIGITAL MARKETING** and join the growing industry worth **Rs. 60,000 Crores in INDIA**.

Category	Business Service
Name	Onex Solutions Pvt. Ltd.
Address	RDB Boulevard, GP Block, Sector V, Bidhan Nagar, Kolkata, India, 700091
Contact Number	9696335566
Email ID	info@onexsolutions.com
Website	<a href="http://onexsolutions.com/">http://onexsolutions.com/</a>

Offices situated in	Kolkata, Mumbai, Pune, Gujarat, Bangalore, Hyderabad, Chennai, Delhi
Client Base	4000+ Clients

The basic services that Onex Solutions provides are- SMS marketing, E-marketing, Voice calls, Long Code, and Short Code. With these basics, it also provides promotional services like SEO, Social Media Marketing, Web Design Services, and Paid Services.

Onex Solutions being a fully integrated one-stop mobile marketing service includes:

**BULK EMAIL**: An act of sending one email to a large group of target audience at once. These kinds of emails include or cover up marketing messages, newsletters, coupons, updates, and invitations that have to reach a large number of people at a time.

**BULK SMS**: This refers to specifically sending a large number of SMS messages to a large number of a predetermined group of audience's mobile phones. Bulk SMS is a legacy description for application-to-person SMS messaging services.

**VOICE CALL**: An effective way of reaching out to a huge audience in a short period, it helps in linking millions of clients. A type of marketing service that includes voice calls and pre-recorded voice messages sent to mobile phones, that is proven to be effective.

The four main advantages, why one should choose Onex Solutions are: QUICK, EASY, ECONOMICAL & EFFECTIVE.

Moving ahead with the company's business model, we get to know that this organization has an enthusiastic team of young and experienced professionals. It also calls for enthusiastic interns that hold a good base of future professionals. Coming towards the organization's work, their campaign plans are based on proper research and analysis with real-time result tracking and report analysis.

The organization "Onex Solutions" is registered under the Telecom Regulatory Authority of India (TRAI). TRAI's mission is to ensure that consumers' interests are protected and simultaneously nurture conditions for the growth of telecommunications, broadcasting, and cable services in a manner and at a pace that will enable India to play a role in an emerging global information society.



Moving on to USP, let us first discuss the meaning of what USP means.

A unique selling point (USP) also called a unique selling proposition is an essence of what makes your product or service better than competitors. Specifically in online marketing, communicating your USP clearly and quickly is one of the keys to getting potential customers to convert to your site. The following are the USPs of Onex Solutions:

Channel	Reach your target audience on the Omni channel
PAN India reaches	You can target your customers across 1200 cities in 60,000 pin codes
Various Businesses	We provide solutions for all major industries
Regional Language	You can send content in any regional language
White label & Resellers	Offer our solutions under your brand name and IP
Report & Analysis	We share reports and analytics of campaign
Sample Content	We provide sample content for store launches, sales, and offers as per the industry
Smart text	Send personalized texts with Name, Code, etc
Smart Link	Track people who clicked the link and retarget them
AIDA	Tracing customer journey through Awareness, Interest, Desire, and Action model
Ready to use data	Hassle-free; Pre analyzed and quality data is always ready to use
Delivery	We can deliver on our channel in any volume

Facts About Us: At Onex Solutions thorough research of the client's website, the industry that they belong to, and their competitors is done before finalizing the plan for their digital marketing campaign. Be it SMS Marketing, E-Marketing, Voice Calls, or online promotional activities like running PPC campaigns, Social Media Marketing we give our best possible service everywhere. Our main focus is to maximize our client's ROI that is RETURN ON INVESTMENT within the limited deadline.

**OUR VISION:**

Our vision is to develop constantly and grow as a major IT service provider to become a leading performer, in providing quality, Mobile Web, and Software Development solutions in the competitive global marketplace.

**OUR MISSION:**

Our mission is to enhance the business growth of our customers with creative Design and Development to deliver market-defining high-quality solutions that create value and reliable competitive advantage for our clients around the world.

**FLEXIBILITY:**

We are custom-building client-specific requirements. We have proven to be able to react quickly and adjust to any changes or additions thrown at us during the course of a project.

## **STUDENT PROFILE**

Being a Digital Marketing Intern at Onex Solutions the main role I performed was:

1. To perform the task assigned by the HR
2. To study the various services provided by the company and to contribute to the company's growth
3. Promotion of the various services of the company to its target audience with the use of social media
4. Collecting quantitative and qualitative data from marketing campaigns
5. Supporting the marketing team in daily administrative tasks like creating excel sheets and pitching clients
6. Assisting the marketing and advertising promotional activities
7. Performing market analysis and research on the competition
8. Helping in organizing marketing events
9. Preparing marketing proposals and surveying customers
10. Measuring customer satisfaction with products and services
11. Developing tools to collect data or conduct surveys/opinion polls, then analyzing it according to trends
12. Involvement in all aspects of marketing, from planning and development stages right through execution
13. Managing and updating the company's database and customer relationship management systems
14. Preparing promotional presentations.

## REQUIREMENT & SKILLS (of the role)

1. Strong desire to learn along with a professional drive
2. Excellent knowledge of MS Excel, MS Office, MS Word, and social media
3. Excellent verbal and written communication skills
4. Solid understanding of different marketing techniques
5. Passion for the marketing industry and its best practices
6. Familiarity with marketing computer software and online applications
7. Must be well-versed in technology
8. Have an understanding of different programs and software that are available today for marketers.



# **INTRODUCTION**

**TITLE: A study on social media marketing tools concerning Onex Solutions.**

## **SOCIAL MEDIA MARKETING:**

**Social Media is the new trend in today's time and age. Social media has become an integral part considered to this generation's language. Again, what is to be noted, is that social media is not only limited to the millennials but people of all ages.**

The use of social media the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic is referred to as social media marketing.

Social media marketing provides companies with a way to engage with existing customers and reach new ones. This also has purposely built data analytics that allows marketers to track the success of their efforts and identify even more ways to engage with the audiences over a large scale.

## **EVOLUTION OF SOCIAL MEDIA MARKETING:**

The very early form of the internet has been around since the 1940s, but it wasn't until 1997 that the first social media site appeared. Marketers migrated to social media marketing around the time Facebook widened its network back in 2006. Technology has changed the way we communicate with each other.

The evolution of social media has been fuelled by the human impulse to communicate and by advances in digital technology. It is a story about establishing and nurturing personal connections at scale.

**PHASE 1:** The first social media platform was **The Computerized Bulletin Board System**. It was created by **Randy Seuss and Ward Christensen in 1978**. The launch of the next platform was not so easy neither was so quick. It took more than a decade that is 16 years for the next big stride with the launch of **The Palace in 1994**. It was after this that the users were able to interact on a chat room server, and everyone had a graphical avatar.

Three years later, **Sixdegrees.com** was launched in **1997**. This was regarded as the first recognizable social media platform that allowed people to make friends, connect with other people outside their circles, and upload pictures.

**The first blogging sites appeared in 1999**, starting with the launch of **LiveJournal**. This social network allows people to update blog posts and follow other users.

At this stage, **social media marketing** was completely **non-existent**. Of course, people discussed brands or recommended solutions to other users in their (albeit small) social circle, but properly targeted marketing was impossible.

The reason behind this is the various platforms could not attract users, generate audience insights and offer advertising opportunities.

**PHASE 2:** The turn of the new millennium ushered in a new era for the growth of social media. It started with the launch of **LunarStorm, the first social networking website financed by advertisement**.

**By 2007, LunarStorm** had grown to **1.2 million members** made up of teenagers, but it was **shut down in 2010**.

**Photo-sharing platforms** came into the discussion with the launch of **Flickr** and **Photobucket in 2003**. **YouTube** swiftly followed in **2005**, and for the first time, users could share all kinds of media with users around the world. **Reddit is another powerhouse that was launched in 2005**.

At this stage, marketers were beginning to see the potential in social media marketing, but since many businesses were still dealing with the dot com bubble burst, they mostly took a wait-and-see stance.

For many, 2006 was the arrival of social media. It was the year that told everyone that social media is a serious business, and is here to stay!

Social media marketing can also have a positive effect on other channels, such as search marketing. This is because your social media marketing efforts can be the push your SEO campaign needs. 58% of marketers with a social media strategy that is at least a year old have reported improvements in their search rankings.

The growth of social media didn't end with Facebook and Twitter. With the launch of YouTube Live, Instagram Live, Facebook Live, Periscope, and other such platforms, brands can now give their target audience real-time content.

Perhaps most importantly, many top social media platforms now have paid components. Marketers can reach their target audience by paying for specialized services that are relevant to their business.

With the billions of people on social media today, it is easy to justify paid social media marketing.

**PHASE 3:** The future of social media marketing is exciting. rise of disruptive technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), social media users are about to get more immersed in the social experience than ever before.

Virtual reality is shaking up many niches, and social media marketing is no different. It has opened up a new frontier for marketing, and in the coming years, we will see businesses tweaking their social media content strategy to account for VR.

Recorded videos still work well, but the average social media is more likely to pay attention to a live video than a recorded marketing message.

Finally, social customer service will become more common in the future. As we mentioned above, only less than 30% of businesses are currently actively using social media to address customer complaints. Granted, many brands do not have the budget for such a service for now. However, in the future, it will be almost unheard of to ignore customer complaints online.

**CONCLUSION:** The social media world has grown in leaps and bounds in the last decade. With internet and mobile phone penetration improving even further around the globe, the industry's growth will not slow down anytime soon.





## **SOCIAL MEDIA MARKETING TOOLS:**

**Twitter (320 million monthly users):** An idea or plan that involves putting energy and money into creating a strategy that drives traffic, engagement, and sales for one's business. Twitter marketing can especially be effective for brands that put focus on politics, blue-collar industries, the media industry, and B2B sales. A perfect marketing platform as its costs nothing to have a presence on Twitter, share related content with the target market, promote the brand organically, and provide assistance and customer service.

A blueprint that lays out how exactly one's brand will approach content creation, publication, and distribution. It also helps a brand in how to approach analysing and improving upon efforts.

### **Below is the picture of the Twitter handle:**

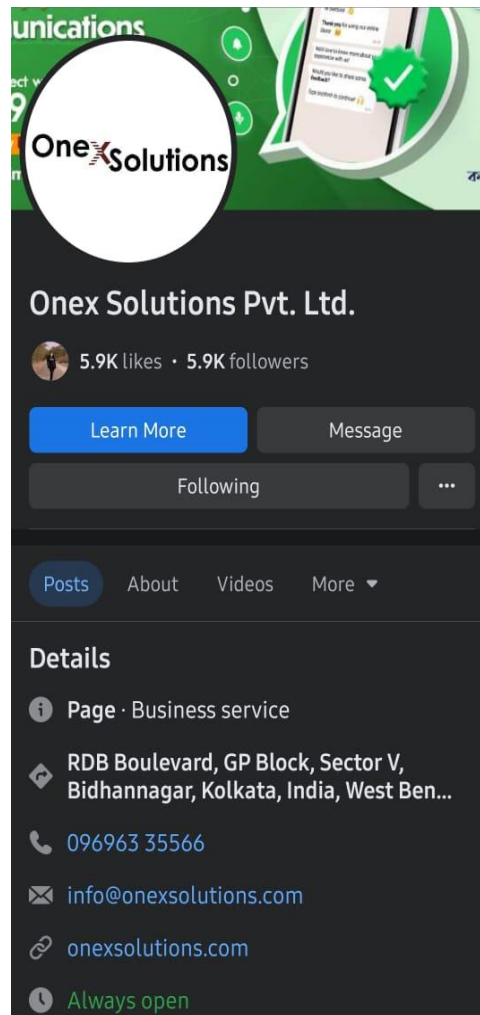


**Facebook (2.5 billion monthly users):** Facebook is the most used social platform in the world having 2.29 billion daily active users for this reason, Facebook marketing is one such tool of social media marketing that one requires to promote a business or brand on Facebook. This allows users to use the platform for free apart from this one can accelerate growth with paid services, like Facebook ads, boosted content, or influencer/ partnership campaigns.

Helps businesses build brand awareness, gather leads, grow online following, and sell more products or services as a large target audience is on Facebook.

**Below is the link and picture of the Facebook handle:**

**LINK:** <https://www.facebook.com/OnexSolutionsPvtLtd/>

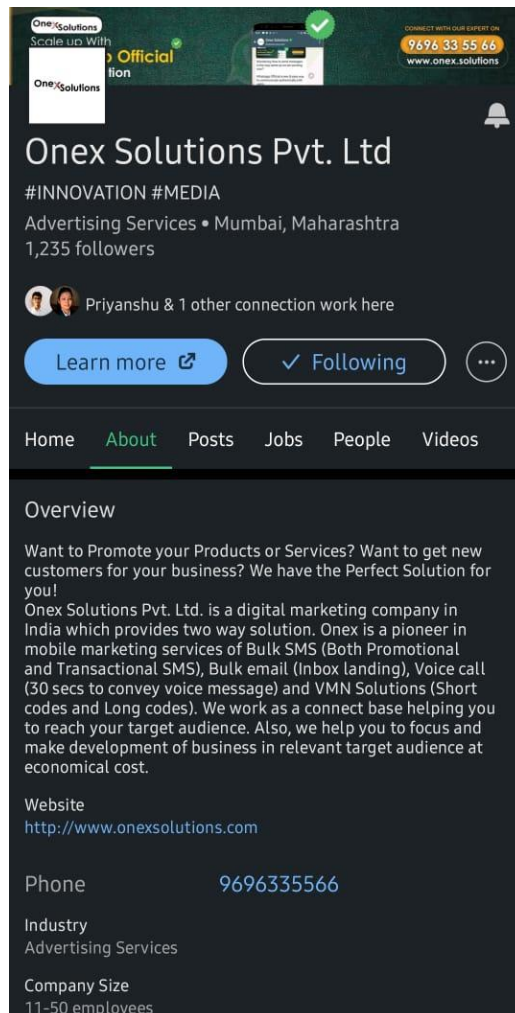


**LinkedIn (260 million monthly users)**: Marketing strategy services to small business owners & start-ups include social media marketing, search engine optimization, and advertising. Counseling services to business owners providing marketing analysis to advise which online service works best for their niche services. LinkedIn like any other social media platform can be a fantastic marketing tool.

The success of your tactics on this platform is, however, dependent on two things: the audience you are trying to reach and the approach that you take in connecting with the audience.

**Below is the link and picture of my LinkedIn handle:**

**Link:** <https://www.linkedin.com/company/onex-solutions-pvt-ltd->

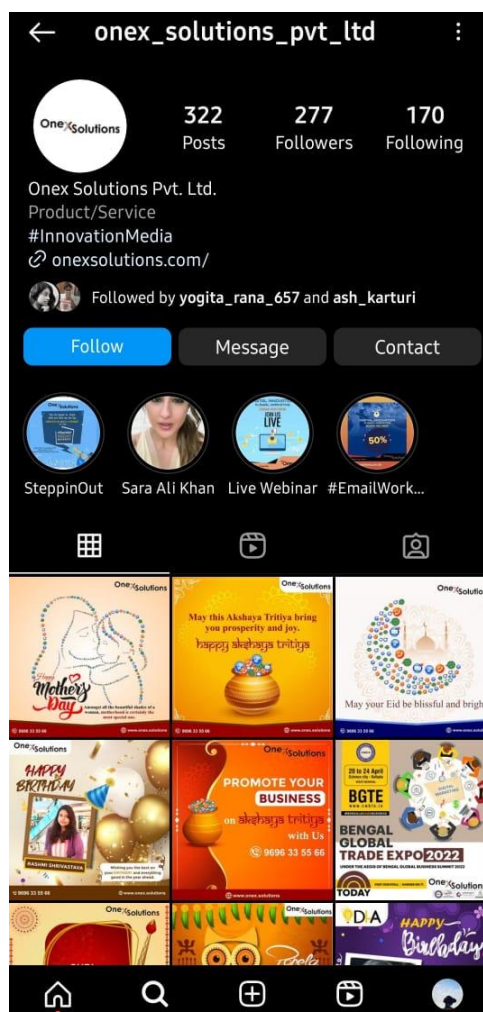


**Instagram (1 billion monthly users)**: Since Instagram is very different from other popular social sites, it requires a distinct marketing strategy. Instagram is the second most popular and accessed network behind Facebook. The popular visual-first social medium sees over one billion active monthly users and 500 million daily Instagram users.

Instagram helps to grow your brand awareness and introduce new products. Every month, 130 million Instagram users engage with shopping content. Instagram allows promoting your brand and product in a friendly, authentic way without hard selling to your customers. Instagram is the best platform to showcase content and reach out to your target audience.

**Below is the link and picture of the Instagram handle:**

**Link:** [https://instagram.com/onex\\_solutions\\_pvt\\_ltd](https://instagram.com/onex_solutions_pvt_ltd)



# **CHAPTER NO. 2**

# **PROJECT OVERVIEW**

## **Objectives of the Study:**

1. **To Understand the Impact of Marketing Actions:** creating brand awareness shortens the sales process, increases market share, and positions a brand as a leader in its sector. It's necessary to perform an internal audit to evaluate brand positioning strategies and to understand the impact of marketing actions on brand image.
2. **To Know How Audience is Targeted:** there are several fans, and followers over social media platforms; if there is an increase or the growth rate by social media channels then these followers are compared to those of competitors.
3. **To Know How to Increase Customer Loyalty & Strengthen Strategies:** The primary objective here is to create a long-lasting relationship between the target audience and the brand. It's necessary to engage with social media followers who have a certain level of credibility or influence among the target audience.
4. **To Understand Monitoring of Customers:** To improve customer experience, it's necessary to capture consumer opinions regarding relevant products and measure consumer satisfaction and evolution over time
5. **To Know How Leads are Generated:** Towards the end of marketing campaigns, brand content should have generated social media followers and interactions with prospective customers.

All of these objectives must be regularly reported for initial analyses, which will then be complemented with predictive and corrective analysis.

## **Need for Social Media Marketing tools:**

1. **To Increase Sales:** 75 % of people buy a product after they see it in their social media feeds. This social media research data makes social media marketing critical for all brands, whether big or small and for those who are trying to increase sales. Sales Increase When You Are Marketing It Right!
2. **To Increase Conversion:** Social media is a place where brands become people and they act like people to bring the human element into your marketing. Every post that you make on social media platforms is an opportunity for customers to convert. With the interactions that you have on social media, you will get new followers. You can easily have access to your current customers and simultaneously build new customers.
3. **To Decrease Marketing Costs:** Social media marketing is relatively affordable compared to traditional methods of marketing. A traditional marketing campaign involves television, radio, and print, which comes at a high cost. Whereas social media marketing is nearly free, is available on the internet 24/7, and offers unlimited reach.
4. **To Gain Attention During Events:** Social media marketing is a powerful tool to gain attention during your marketing events irrespective of whether you are hosting a Webex call or an expert interview. When you make an event-specific hashtag, it will be easier for your audience to find content relating to your event so that they can easily follow it and share it.
5. **To Allow Targeting and Retargeting:** Social media marketing offers an excellent opportunity to launch targeting and retargeting programs. A targeted campaign aims to maximize your exposure to your key audiences. Social media is a treasure of knowledge when combined with analytics that can give complete details of the buyer behavior unique to your company and your industry. The buyer details will immensely assist you to tailor your targeting and retargeting campaigns specific to your audience.

6. **To Extract Valuable Customer Insights**: Social media marketing gives you ample opportunity to get valuable customer insights. With the help of social listening, you can easily collect information about their interests, likes and dislikes, brands that they support, influencers that they follow, and much more
  
7. **To Offer Excellent Customer Service**: Social media marketing is not just a marketing tool, it is also an effective customer service management tool. Brands should plan about which social platforms their customers are using so that they can focus on these social media platforms.
  
8. **To Extract Valuable Customer Insights**: Social media marketing gives you ample opportunity to get valuable customer insights. With the help of social listening, you can easily collect information about their interests, likes, dislikes, brands that they support, influencers that they follow, and much more.  
Based on these insights, you can easily segment content generation and distribution to cater to the likes of your customers. Analyzing customer insights proactively can help to tailor the messaging and marketing campaign more efficiently.



## **Scope of Social Media Marketing Tools:**

1. **Internet, Internet Everywhere:** As per the latest statistics, internet usage by the world population has increased tremendously, and now 40% of the world's population is using the internet. That means approximately 3.42 billion users. These stats make a compelling statement that the scope of social media marketing in digital marketing campaigns has a bright future in the coming years.
2. **The Smartphone Era is Here is to Stay:** 5.07 billion – that's the number of smartphone users expected by the end of 2020. Since more and more people are adopting smartphones, the website, advertisements, and banners are all being designed as per the screen size of a smartphone. Needless to say, smartphones are here to stay, which is why it has become more prevalent than ever for businesses to make their ad campaigns mobile-friendly.
3. **Social Media for High ROI and Less Cost:** Social media platforms provide high ROI with very less investment. This is one of the elemental reasons many small and medium-scale businesses rely on social media to reach their audience. This has also spiked the demand for digital marketing online courses as more and more people are inclined towards building a career in this lucrative field.
4. **Social Media is the New Marketplace:** Businesses market where the people are, right? Well, in this digital era, people are on the internet all the time. So, Facebook, Instagram, WhatsApp, and Twitter are taking the lead when it comes to user traffic. It's like social media has now become the new marketplace where businesses advertise, connect, and communicate with their audience.
5. **The Future is Digital Marketing:** The digital marketing industry is an ever-growing one, which means more career opportunities and growth. digital marketing and social media marketing tools, helping you move rapidly and profitably against the competition.

## **Limitations of Social Media Marketing:**

1. **Time-Consuming**: One big misconception people have about social media is that: It's FREE. There are several free or low-cost social media tools available, but you have to deploy a substantial amount of time to understand and learn the usage. Time is not free. Companies who have implemented social media activities in their marketing strategies successfully understand how much time it takes to learn and implement all of them.
2. **Need To Stay Engaged and Active**: Speaking about time-consuming, with social media marketing, you need to always stay engaged, monitor, and active in your marketing effort. Social media is constantly changing and if you're not up-to-date, you're going to fall behind the others.
3. **Difficult To Measure**: Measuring your marketing effort on social media is just more complicated than it sounds. This particular con of social media marketing is what many business owners will have to face. The engagement and interactions are just all over the place and with this, you can't be sure about your brand awareness strategies.
4. **Security And Privacy Policy Issue**: One of the biggest negatives of social media marketing is security and privacy-related issues. When you're using social media platforms for advertising, you need to surrender your information, both public and personal, to get the most out of your marketing effort.
5. **Low ROI**: Another main negative of social media for business. ROI from social media marketing is probably one of the lowest in online marketing strategies. You have to put in both time, effort, and money to make things work.

6. **Negative Feedback and Tarnish Brand Name:** Being on social media means exposing yourself publicly to all kinds of people who may or may not have the intention of coming across or seeing your brand. You and I both know there is always a dark side to everything, and social media is no exception.
  
7. **Heavily Rely On Ads:** social media marketing ads  
Ads, Ads, Ads everywhere! I know you are frustrated at ads, but me too. In today's online marketing, ads dominate. Social media companies are very aware of that too. Facebook ads announcement was a revolution in its ability to target specific audiences based on various parameters in-depth, it's what makes it such a powerful tool to generate leads online.  
Advertisement is the main channel for these giants to make money on their platform. That's why they focus on promoting and luring people to use their ads platform.

**CHAPTER NO. 3**  
**PROJECT ANALYSIS,**  
**OUTCOME &**  
**LEARNINGS AS AN**  
**INTERN**

## **Advantages of Social Media Marketing Tools:**

1. **Improve your brand**: When done correctly, social media marketing can have a positive impact on your brand. It can help humanize your company while building trust, loyalty, authority, and recognition. By posting content that shows the people behind your brand as well as real users of your product, you can build brand credibility and trustworthiness.
2. **Promote customer service**: since the criticism you receive over social media is very public by nature, a well-timed and thoughtful reply shows your broader audience that you're listening to feedback and responding. Providing a resolution to an upset customer not only increases the chance of that customer shopping with your company again — it also shows other consumers the type of service you offer, building trust and loyalty.
3. **Study the competition**: You can gain insight into where you need to improve and what not to do by looking through your competitors' social media posts. This can help you get a sense of how they position a product within the market or which trends they're keying in on.
4. **Boost website traffic**: Social media content helps with increasing your company website's traffic. By posting high-quality content from your website or blog to your social media platforms, you can easily attract readers each time you publish. Engaging in interactive chats on social media is a great way to get your brand's name out there, reach new audiences, and demonstrate your skills while directing people to your website.
5. **Attract top-of-funnel leads**: Social media can be an excellent way to get your brand or products in front of new audiences. While these audiences may not be ready to buy yet, hopefully, they'll enjoy your posts enough to check out more of your content. Social media has made it easier for potential customers to explore your brand in a simple, low-commitment way.

6. **Engage the audience:** Social media is not only a good way to grow brand awareness, but it also offers companies the chance to engage, respond to posts, share user-generated content, and follow up with dissatisfied customers. Unlike traditional media like radio, television, newspapers, and magazines, social media allows customers and businesses to interact.
  
7. **Improve search engine result page (SERP) presence:** Google is constantly pulling information from social media platforms — such as Instagram images, Facebook pages, and tweets — into its search engine results. By successfully marketing your brand on social media, you increase your SERP presence as well. Keeping an eye on what’s new and trending can help you cater your social content to the needs of the public while adding your brand’s unique flair.

Think of the questions your audience may have and how specifically they would phrase their questions in a search engine. Platforms like Instagram and Facebook allow you to make edits after posting, so if more relevant questions and keywords arise, you can make changes as needed. Blog content is another great way to draw in audiences, and it can be posted easily on social media for your followers to find.



## **ANALYSIS OF THE REPORT**

Onex Solutions is a digital marketing company in India that provides two-way solutions. A pioneer in mobile marketing services of Bulk SMS, Bulk Email, Voice call, and VMN solutions. Onex solutions conducted a campus drive in GS College of Commerce & Economics, Nagpur to recruit interns for their internship programs for a duration of three months during which the students got the opportunity to expand their practical knowledge in the corporate fields.

As the Internship period began and happened during COVID it was completely a new experience for all the students as interns. We were introduced to connecting to all our superiors over the online modes of meetings and calls. Even though because of the imposition of Lockdown all the fresh experience of corporates we gained was a successful one.

Due to the circumstances of COVID & Lockdown, the beginning and the end of the internship completely went online. The company made us connect with students from different cities, universities, and courses. All of us worked as a team of interns for three months in the company towards learning new skills and achieving organizational goals.

The first step at the beginning of this internship period was THE INTERVIEW; Onex solutions conducted a TELEPHONIC INTERVIEW for the selection process. Let's first understand what a telephonic interview means:

A telephonic interview is the first contact that the candidate establishes with the company. These kinds of interviews are most often used for shortlisting the candidates that apply for a particular position.

Nowadays, Telephonic interviews are fast replacing traditional "on-venue" interviews due to the logistics and the time they can save. It is much easier for candidates to have a conversation over the phone.

So, as all of us were freshers and had very less experience in appearing for interviews, it was a stepping stone and the first step of our corporate career.

Keeping this fact in mind HR kept a very general and simple yet verbal questionnaire before us; this probably made them understand the verbal and communication skills and the confidence level of the candidates.

Below are some of the questions that our HR asked us:

1. Describe yourself / Tell me something about you / Introduce yourself
2. What are your qualifications?
3. What are your strengths?
4. Tell me about your weaknesses
5. What do you understand by Digital Marketing
6. Do you have any previous experience?
7. (As I had an experience) we had a small conversation about it
8. (Relating to my experience) what do you understand by the role of a digital marketing intern
9. How would you work on overcoming your weaknesses?
10. Why should we hire you?

This telephonic interview was the first and last step in the process of selection. This means the final selection was completely based on this round. HR from Onex Solutions contacted all the students from our batch and selected a few best ones. The shortlisted candidates were directly contacted through personal mail attached to the joining letter which specified the period of internship, roles, and responsibilities. Our college coordinator was also given a call for sharing the list of selected students.

One day after the telephonic interview was done during our lectures, our coordinator announced the names of the selected candidates. Our coordinator was as happy to announce the names as we were happy to get selected. We were the first batch of students from our college to get selected for that particular internship campus drive.

On the same day, we also received emails from HR that consisted of our joining letters that specified the overall duration of our internship, and the roles and responsibilities allotted to the selected candidates according to their skills and level of understanding.



Soon after the selection process was done and the emails were received by us, we were added to a group named “Onex Internship\_Dost4SME3”. As this was an internship based on digital marketing, it gave me an enormous scope for market research digitally.

As mentioned earlier that the period of the internship was during COVID therefore, all the induction and orientation programs were taken over ZOOM calls. The HR and team heads were more than happy to explain to us the job roles and the way the company works.

We had a training session for a week and we were better explained how Onex solutions work and what kind of products and services it provides to its customers. We were also assigned the roles and responsibilities that we were to perform in the company.

Our mentors and team leaders were supportive and held humble leadership qualities. They helped us with every task that we were assigned. The first week of our internship as freshers were very crucial for us and so it was scheduled accordingly so that we keep learning everything at the required pace.

A blueprint of the schedule of induction and orientation is below:

Sl.No	Topics	Date	Time	Day	Duration	Mode of Training
1	Introduction	14th June	5 p.m	Monday	1 hour	Live
2	Application Basic + Adavance & Data	16th June	4 p.m	Wednesday	2 hours	Live
3	Industry Wise Training	17th June	N/A	Thursday	16 hours	Recorded
4	Billing , Commission + Rebuttals	19th June	11 a.m	Saturday	1 hour	Live
5	Sales Process	19th June	12 Noon	Saturday	1 hour	Live
6	Digital Freebies	19th June	N/A	Saturday	2 hours	Recorded

Onex Solutions work and train interns in the following fields of digital marketing:

**TARGET AUDIENCE:**

1. **B2B business-to-business**: It is a transaction or business conducted between one business and another, such as a wholesaler and retailer. B2B transactions tend to happen in the supply chain, where one company will purchase raw materials from another to be used in the manufacturing process.

Business-to-business refers to a business that is conducted between companies, rather than between a company and an individual consumer.

B2B transactions are also commonplace for auto industry companies, as well as property management, housekeeping, and industrial clean-up companies.

Business-to-business transactions are common in a typical **supply chain**, as companies purchase components and products such as other **raw materials** for use in the manufacturing processes. Finished products can then be sold to individuals via business-to-consumer transactions.

Business-to-business transactions require planning to be successful. Such transactions rely on a company's account management personnel to establish business client relationships. Business-to-business relationships must also be nurtured, typically through professional interactions before sales, for successful transactions to take place.

Business-to-business transactions and large corporate accounts are commonplace for firms in manufacturing. Samsung, for example, is one of Apple's largest suppliers in the production of the iPhone. Apple also holds B2B relationships with firms like Intel, Panasonic, and semiconductor producer Micron Technology.

2. **B2C Business-to-Customer**: It is a business model where products and services are sold directly to the consumer. a commerce model between a business and an individual consumer. While B2C applies to any type of direct-to-consumer selling, it has come to be associated with running an online store, also known as e-commerce or retailing.

Now that we've looked at some of the many B2C business models, let's take a look at some of the many benefits of B2C.

**Lower Prices:** Direct-to-consumer business models are often able to charge lower prices due to not having to involve multiple 3rd parties.

**24/7 reach:** B2C in the context of e-commerce allows a business to generate sales 24/7 365. Post a product or service on your website, and you can continue to make sales even while you sleep.

**Quicker sales cycle:** As opposed to B2B, B2C traditionally has a much faster sales cycle. If you're selling candles for example and advertising on Instagram, the consumer can choose whether or not to purchase the candle in just a few seconds. Whereas in B2B, sales are often a month-long process, you need buy-in from a variety of stakeholders, etc.

Although the B2B market is technically larger than B2C in terms of potential revenue, you have more potential customers under the B2C model.

With B2B there are a limited amount of folks you can sell to, whereas in B2C the global audience pool is much larger from an individual perspective. B2B sales also typically involve tens of thousands of dollars, whereas a B2C might just be \$20.

## **OMNI CHANNEL:**

Omnichannel is a term used in e-commerce and retail to describe a business strategy that aims to provide a seamless shopping experience across all channels, including in-store, mobile, and online. Following are the ways of Omni Channel Marketing:

**SMS Marketing:** SMS Marketing is sending promotional campaigns or transactional messages for marketing purposes using text messages (SMS). These messages are mostly meant to communicate time-sensitive offers, updates, and alerts to people who have consented to receive text messages from your business.

SMS can be used in several different ways. I will share with you some of the most common use cases to give you a better idea of what you can do with SMS and how it might help your business.

**Email Marketing:** A form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. A marketing strategy where businesses send promotional messages to people in mass quantities.

The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

**Voice Call Marketing:** It is a useful tool to connect millions of customers in a short period. Voice calls and pre-recorded voice messages can be used to be sent to mobile phones and landline phones as they tend to bring in great results.

Voice calls are a business communication technique that takes your message to thousands of customers through a phone call. **The bulk voice calls marketing** approach is ruling the promotions and advertisement domain for the past couple of years.

A pre-recorded voice message their business-centric or communicates about a product, service, campaign, or event and is known as a bulk voice call. The voice messages are sent to landline and mobile networks, irrespective of the geographical location within the country.

**Social Media Marketing**: Social media marketing is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business. With new features and platforms emerging every day, social media marketing is constantly evolving.

Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.

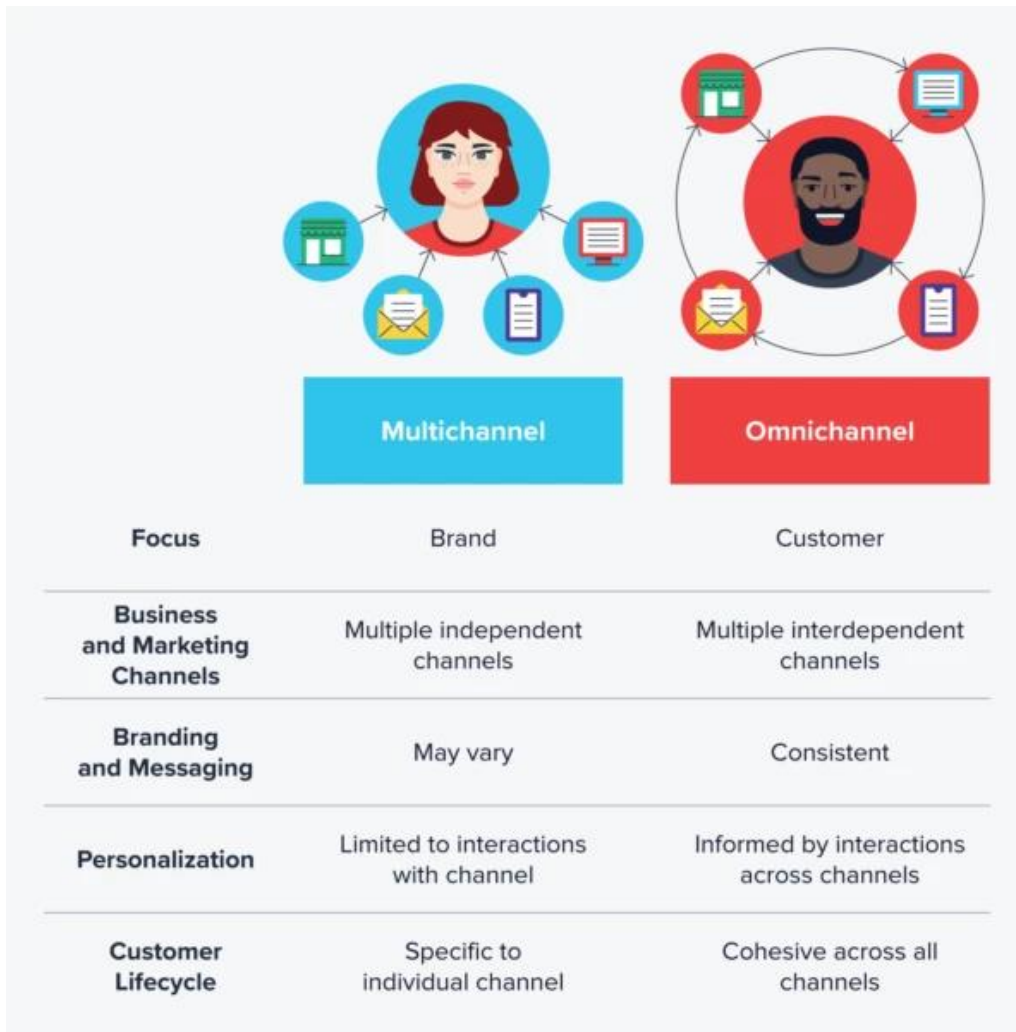
While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on.

**Facebook Marketing**: Facebook marketing is the act of promoting a business and its products/services on Facebook via a business page. By fully optimizing your business page, brands can create a second website of sorts, even making sales directly on Facebook.

While newer platforms like Instagram and TikTok improve overall viral potential, Facebook is still a good home base for many businesses—plus its ad platform is one of the most sophisticated of its kind. With the ability to create various Facebook post types (i.e., photos, carousels, videos, links), create a shop, and advertise products and services directly to your target audience, you don't want to sleep on Facebook.

**Notification Marketing**: Push notification marketing refers to the practice of sending marketing messages via “push” technology, which can be performed on both desktop and mobile devices. Push messages are clickable pop-ups that you can send through to a user's mobile notification center, desktop, or browser, even if the user hasn't opened your website or app.

That makes push notification marketing a powerful strategy for driving engagement with your audience, as you can use these messages to encourage them to visit your website or app.



## ROLE IN ONEX SOLUTIONS

The role that I was assigned at Onex Solutions was of a **DIGITAL MARKETING INTERN**.

The following are the roles of a digital marketing intern:

1. **Assist with social media campaigns**: digital/social media marketing is mainly about campaigns and promotional activities and so one such major role played by a digital marketing intern is to assist the company with handling all the social media campaigns providing information, and live trackers.
2. **Assist with email campaigns**: campaigns mean reaching out to a large number of targeted audiences over a particular platform. One such kind of campaign is an email campaign in which several emails are to be sent to a large number of audiences. A digital marketing intern's big role is assisting with the email campaigns of the company.
3. **Assist with search engine optimization**: SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to be found and clicked on. Hence, assisting in SEO becomes a relatively important role for a digital marketing intern.
4. **Assist with web development projects**: Web development is the process of creating websites. This process involves coding and programming so that developers can bring website elements, functionality, and features to life. Web developments also ensure that websites are properly hosted on both company networks and the Internet. So, a big role of a digital marketing intern is to work on web development projects effectively and efficiently.

5. **Produce and proofread website content**: working as a digital marketing intern, the candidate has to perform several roles and one such role is to produce website content. Any website must be attractive and readable and so a digital marketing intern has to work on producing such website content.
6. **Collect and report data from marketing campaigns**: For any social media or email campaign to execute, prior collection of data for running the campaign and post reporting of the same is mandatory and becomes a role of a digital marketing intern.
7. **Track keyword rankings**: tracking keyword ranks is a very important role played by a digital marketing intern. To understand the role first let us know the meaning of keyword ranking- keyword ranking refers to a web page's position within search results for a particular keyword search query.
8. **Attend client meetings**: The first step in learning and interning is to take knowledge from experienced professionals. Therefore, attending client meetings with professionals is one such very important role of a digital marketing intern.
9. **Manage and update the company database**: Interns are the base working team of the company and therefore they are responsible for overall roles in the company, working on database and inventory. Timely management and updating the company's database and inventory is the key responsibility of an intern.
10. **Design and produce sales materials**: digital marketing involves overall aspects of marketing. It also consists of content creation, content writing, sales materials, etc. hence digital marketing intern is responsible for the role of designing and producing sales materials.



**11. Complete other administrative tasks as needed:** performing administrative tasks is the key responsibility of a digital marketing intern. The administrative tasks include:

Answering phone calls and emails

Greeting clients and visitors

Communicating with senior managers and other colleagues

Answering customers' questions

All types of business correspondence

Written communication such as compiling reports, memos, faxes, and other documents

Developing and distributing internal communications

Using problem-solving skills to resolve office-related issues

A Digital Marketing Intern assists with all stages of digital marketing campaigns. Digital Marketing Interns can work on a wide variety of projects including web development, social media, search engine optimization, and email marketing campaigns. Digital Marketing Interns provide their team with needed help when developing, expanding, and maintaining client projects.

## **Tasks (assigned during Internship)**

### **Task 1**

**Introduction:** The internship began with the introduction of each candidate. The interns were asked to introduce themselves in a video with their Name, City, 3-4 lines about themselves, what are they doing/pursuing at present, and why have they joined this Internship. This introduction task was to be submitted by recording a video and sharing it within the group.

### **Task 2**

**LinkedIn:** After the completion of the introduction round, the second task that was assigned to the interns was to join LinkedIn. The interns were provided with the LinkedIn profiles of the Senior HR Executive- Huma Perween (<https://www.linkedin.com/in/apnahr-huma-9129891a7>) and HR Executive- Shreyanshi Ghosh (<https://www.linkedin.com/in/shreyashi-ghosh-7b9977141>)

The interns were asked to send a connection request on LinkedIn to these two ID Links.

Then put the picture as their laptop/desktop wallpaper. (Picture added below)



Then click a selfie with a laptop/desktop and post it on LinkedIn with a caption and tag the two IDs mentioned above. (Example of such a picture is added below)

---

I'm excited to announce that I will be joining **Onex Solutions Pvt. Ltd** as a Digital Marketer (Intern). I will be working with the marketing team closely and I am very much excited to learn and grow in this role.

Thank you for this opportunity **Shreyashi Ghosh**  
apnaHR Huma  
**#OneXsolution #digitalmarketing #marketing #internship**



### **Task 3**

**Websites:** The interns were provided with the website links and were asked to go through those websites. (Links are added below)

<https://www.onex.solutions/> - Onex Solutions

<https://dost4sme.onex.solutions/> - Dost4SME Platform

### **Task 4**

**Business Groups:** The HR shared worksheets with all the interns and we were asked to join business groups on Facebook and to update the same in the given sheets accordingly. We were asked to join 60-100 business groups from our City / Area / State.

This task was assigned from the perspective of preparation for posting work and lead generation. The target audience that was to be reached was startup groups for posting offers and creatives in them.

## Task 5

**Posting:** We were provided with creatives that were to be posted in all the pre-joined and listed Facebook groups. The creative consists of the offers and the validity period with it. It describes what the deliverables are with terms and conditions along with the contact number and email id of the company. (One such creative is added below)

The advertisement features a tropical beach background with a thatched hut and palm trees. A large blue circle in the center contains the main offer: 'Send Bulk SMS 1 LAKH @ ₹16,000 ₹10,000/-\* Only'. To the left of the circle is a laptop with colorful envelope icons. To the right is a yellow-bordered circle with the text 'Offer Valid for June'. At the bottom left, a yellow button says 'Choose Us!'. At the bottom right, a dark blue arrow contains the phone number '9696 33 55 66' and the website 'www.onex.solutions'. The OneX Solutions logo is in the top left corner.

**OneX Solutions**

**Send Bulk SMS  
1 LAKH  
@ ₹16,000  
₹10,000/-\*  
Only**

**Offer Valid  
for June**

**Your Business will Shine as  
Bright as the sun**

**Choose Us!**

\*T & C Apply, Prepaid, Taxes Additional

**9696 33 55 66**  
**www.onex.solutions**

## **Task 6**

**Spreadsheets:** A spreadsheet is a computer application for the computation, organization, analysis, and storage of data in tabular form.

I was given a google sheet.

Firstly, I was asked to generate maximum leads from my assigned area/city / State from Google / Just Dial / Social Media, etc. Then I was provided with some steps for working on this task.

STEP1: Find out details (Name & Phone number) of different business Industries from your assigned location.

STEP2: Connect with them and pitch our products/services. Try to convince them and if anyone shows interest forward their details to the team lead personally not in the group.

The format of the sheet went like this:

Company Name	Phone Number	Concerned Person's Name	Email ID	Location	Feedback	Status

### **Task 7**

**Content writing:** Content writing is the process of planning, writing, and editing web content, typically for digital marketing purposes. It can include writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as tweetstorms on Twitter or text posts on Reddit.

I was given a creative which was to be run for the campaign and the team lead asked us to write content that would describe those creatives. That particular content was supposed to be used as a bio or caption for various pages and posts whether on Facebook or Instagram.

### **Task 8**

**Survey form:** A survey is a process of collecting, analyzing, and interpreting data from many individuals. A survey form aims at determining insights about a group of people. It goes deeper than a questionnaire and often involves more than one form of data.

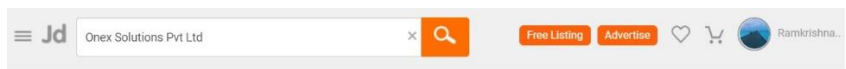
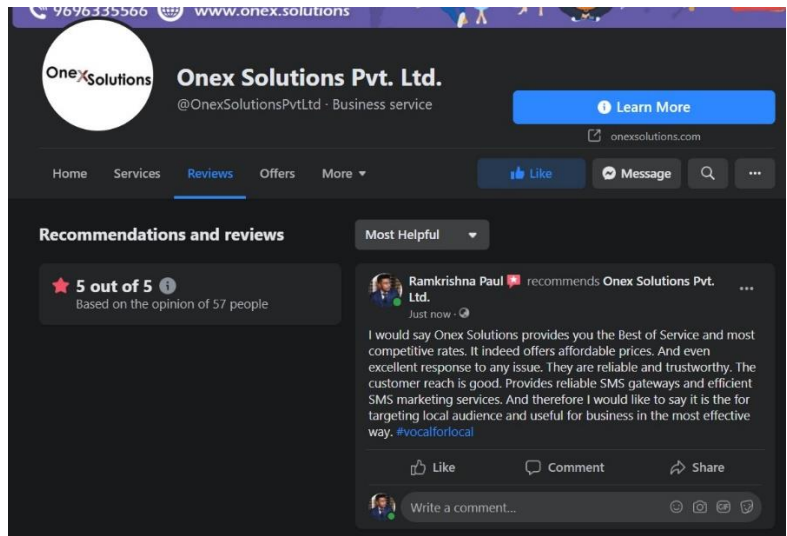
In this particular task, we were asked to find the Dost4SME Survey form and we were asked to ask our contacts to fill out that form and write my name in the Intern reference column.

### **Task 9**

**Reviews:** The main purpose of review writing is to create a readable synthesis of the best resources available in the literature for an Important research question or a particular area of research.

This task asked us to give reviews about Onex Solutions Services on Google, Just Dial, and Facebook with 5-star ratings, also follow Onex's Social Media sites (Facebook, Instagram & LinkedIn).

we were also asked to give 2 reviews on each platform from different IDs and then to share the screenshots of the same. (Screenshots of the task are added on the next page)



**Onex Solutions Pvt Ltd**

Your Rating  (5)

I would say Onex Solutions provides you the Best of Service and most competitive rates. It indeed offers affordable prices. And even excellent response to any issue. They are reliable and trustworthy. The customer reach is good. Provides reliable SMS gateways and efficient SMS marketing services. And therefore I would like to say it is the for targeting local audience and useful for business.

😊 🗨️

📷 Add Photos to this Review (Optional)

Ramkrishna Paul

+91 7980761611

**Tips for writing helpful reviews**

Writing great reviews may help others discover the places that are just apt for them. Here are a few tips to write a good review:

Be specific and relevant to the place you're reviewing and describe what other visitors are likely to experience. Be authentic and describe why you liked or disliked the place. Include aspects like the ambience, service quality, value for money, credibility of the vendor & timely delivery, etc. to add value to your opinions.

People will pay attention when you write thoughtful reviews. Keep them readable and avoid excessive capitalization or punctuation. Choose the right length - a paragraph is great. Your opinion matters, so go ahead and add in your thoughts!

## OneX Solutions

Room no 503,5th Floor DLF GALLERIA, Action Area I, Newtown, Kolkata, West Bengal

**5.0** ★★★★★ 6 reviews ⓘ

Sort by

Most relevant
Newest
Highest
Lowest

[Edit your review](#)

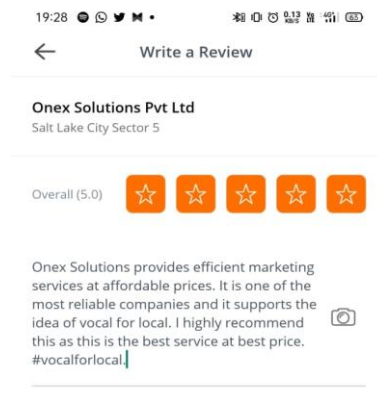
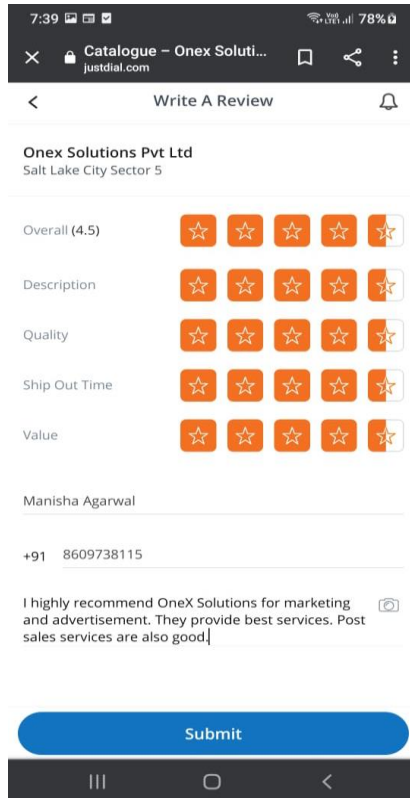
**Ramkrishna Paul**  
Local Guide · 6 reviews · 3 photos

★★★★★ just now NEW · [Edit](#)

**Positive:** Professionalism, Responsiveness

I would say Onex Solutions provides you the Best of Service and most competitive rates. It indeed offers affordable prices. And even excellent response to any issue. They are reliable and trustworthy. The customer reach is good. Provides reliable SMS gateways and efficient SMS marketing services. And therefore I would like to say it is the for targeting local audience and useful for business.

👍





## **Task 10**

**Social Media Posting:** A social media posting is a short-form type of content or message that gets published on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and other similar channels.

The team lead provided us with a creative and a caption for it and asked us to post it on various social media sites from our accounts. (The caption and creative are given below)

### **POST:**



### **CAPTION:**

Hey! I am "Name of intern" a member of Onex Solutions Private Limited.

We are a Digital Marketing firm, that features, Bulk SMS, Bulk Voice Call, Bulk Email, and Bulk WhatsApp. We will be delighted if you could take a moment and connect with us because we can help your business to rise and grow!

Let me know the correct time to speak to you and I can connect with you.

Thanks, and regards,

Name of Intern

Onex Solutions Pvt Ltd.

## **Task 11**

**Cold calling:** Cold calling is a sales practice in which individuals are contacted who have not previously expressed interest in a product or service. Cold calling is commonly used in telemarketing and only produces maybe a 2% Onex Solutions for the most skilled professionals.

Cold calling is a technique in which a salesperson contacts individuals who have not previously expressed interest in the offered products or services. Cold calling typically refers to solicitation by phone or telemarketing, but can also involve in-person visits, such as with door-to-door salespeople.

Successful cold-call salespersons should be persistent and willing to endure repeated rejection. To be successful, they should adequately prepare by researching the demographics of their prospects and the market. Consequently, professions that rely heavily on cold calling typically have a high attrition rate.

In this task, we were asked to call the contacts and leads that we collected through social media posts. We were also given a list of contacts for the cold calls. This led us to the lead-generation process.

A lead is any person who indicates interest in a company's product or service in some way, shape, or form. Lead generation is attracting prospects to your business and increasing their interest through nurturing, all with the end goal of converting them into customers. Some ways to generate leads are through job applications, blog posts, coupons, live events, and online content.

This was the main and last task in this internship.

## **LEARNINGS AS AN INTERN**

1. Being a fresher, this opportunity was very new and exciting for me. This was the first time I was interviewed and answering and working on how to appear for my interview was one of the key learning I learned as a fresher here.
2. This internship gave me a chance to connect with different people across India. As I interacted with a few of them I got to learn different things from different areas. As some of them were more experienced than me and from different courses, it allowed me to learn from them.
3. This internship helped me build up my confidence in the corporate field. As it enhanced my way of talking to professionals and seniors.
4. An opportunity to learn about social media in depth and to learn how social media helps corporates to grow their audience and enlarge their business reach
5. I've learned about different social media marketing tools and how it affects every business and helps it to grow.
6. Developing conversations was the most important key learning that this internship helped me with. It helped me to grow and develop communication skills.
7. It also helped me to develop my on-screen skills that included technical knowledge such as learning about MS Word, and Excel and performing tasks based on them.
8. It generated the accountability and responsibility factor in me that is helping me to grow my performance and my responsibilities.
9. Most importantly Onex solutions gave me the newest experience of working in a company and gave me the best and very fresh opportunity.

**CHAPTER NO. 4**  
**CONCLUSION &**  
**RECCOMENDATIONS**

## CONCLUSION

In this report, we get to understand how important it is for companies to select a go marketing strategies and different tools and their proper implementation. Each task assigned to us helped us in understanding each one of them is crucial and plays a major role in building a company's image.

With Data collection we can easily analyze the type of industries which require sourcing services and accordingly the company can approach them to work with them. With the concerning company Onex Solutions can, later on, utilize it for future projects and may work with them in future the it will be helpful for them to get connected with them as all the information required is already there.

For Digital Marketing Content Writing plays a major role in what areas you are covering and what are areas interest customers. Not only this Content Writing can also influence people's preferences as they feel connected with the content posted.

It requires a lot of effort to collect and write content for social media handles as each of them carries its advantages and disadvantages. So, for selecting the content. Onex Solutions used the trending topics which interest consumers. They got quite good feedback as the individuals were able to feel connected and they figured out that their opinions matter.

Digital Marketing is effective only if the company can outperform its competitors and for doing so we studied the pattern of our competitors and how they are working. The data collected was secondary but it helped us understand the working of our competitors and how we can maintain healthy competition.

With the help of various departments which were there in the company Onex Solutions was able to select the right strategies for doing Digital Marketing implementation was very easy as the work environment of Onex Solutions was quite flexible they managed to make profits even at the time of pandemic while some business were liquidating their businesses.

Also, Onex Solutions is absent a good customer base because they constantly take customer feedback to improve their services and to deliver them the best they can. Also, they then work in the field of outsourcing people to help the youth easily get in touch with the companies

who require resources for their company. Onex Solutions is also working towards benefiting society and as a result, they get good responses from their customers.

So here we can conclude that the strategies which a company implements play a major role in its success. The company can continue to grow if it's able to adjust to the changing environment and not only this the working should be flexible as well.

Onex Solutions has chosen Digital Marketing as its marketing tool because everyone nowadays uses social media and during the pandemic, its usage increased which benefited the company. So, the company has the potential to create a huge presence in the market and double its profits in the future.

## RECCOMENDATIONS

The work experience we had in Onex Solutions was great and it will definitely be helpful for us in the future but still, there were some things that the company can opt to

1. Instead of Cold calling the company can send an official mail and get the appointment fixed as it puts a good impression.
2. The company can make its social media handles more interactive
3. Weekly contests can be done on different social media platforms to improve customer engagement.
4. The company can launch different schemes for both existing and new customers.
5. The company instead of relying on secondary data can collect data as it will increase the chances of getting potential customers.
6. The company can also get connected with other companies working in the same field and can work in collaboration with each other
7. For content writing to make it more interesting the company can include different trending topics which will eventually attract active social media users.
8. The company can also organize different seminars for the companies as sometimes online communication can act as a barrier.
9. The company can also set up a different team for field work as it'll lower the HR team's burden
10. As the company is newly established it would be beneficial for them to wait for some time before introducing a different business line.
11. To lower the risk of failure the company should focus on both B2B and B2C market

# **CHAPTER NO. 5**

# **BIBLIOGRAPHY**



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