



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Study of recruitment and selection process with
reference to the Kruti coffee Retail Ventures LLP of
Bhubaneswar

SUBMITTED BY

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MBA Batch: 2023-25

University Regn. No.: 2306258090

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Ms. Lipsa rani Hota , bearing university registration no.2306258090 of 2023-25 batch, has completed his/her summer internship at Kruti Coffee Retail Venture LLP (organization name) from 03/06/24 to 10/07/24 under the supervision of Ms. Smita Pattnayak (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Faculty/Internal Guide

Place: Bhubaneswar

Name: Dr. Prajna Mohapatra

Designation: Assistant Professor (HR)

CERTIFICATE OF INTERNSHIP



ESTD 2013

KRUTI
COFFEE

CERTIFICATE
OF INTERNSHIP

THIS CERTIFICATE IS AWARDED TO

.....*Ms. Lipsa Kari Hota*.....

THIS CERTIFICATE IS AWARDED FOR SUCCESSFUL COMPLETION OF
INTERNSHIP PROGRAM IN*"Study of recruitment & Selection Process w.r.t
Kruti Retail Ventures LLP, Bhubaneswar."*.....

ISSUED ON: *13th Aug '2024*

Pranabinda Panda
SIGNATURE

DECLARATION

I, Ms. Lipsa rani Hota Bearing university registration no.2306258090 (2023-25 batch), hereby declare that the project report titled Study of recruitment and selection process with preference of Kruti Coffee LLP retail venture at Bhubaneswar is based on my internship at Kruti Coffee Retail Venture LLP(organization name), during the period 03/06/2024 to 03/07/2024 and is an original work done by me under the supervision of Ms. Smita pattnayak(Corporate Guide) and Dr. Prajna Mohapatra (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

ACKNOWLEDGEMENT

A part from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would like to thank the entire Management of "Kruti Coffee" for giving the wonderful opportunity to work on a 30 Days internship project in their esteemed organization, I am highly obliged to Dr. Kamakhya das and Dr. Amol Jadhav Das (Founder) for giving me this project and guiding the throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

Place: Bhubaneswar

Name: Lipsa rani Hota

University Regd. No.: 2206258090

EXECUTIVE SUMMARY

This report presents a comprehensive study of the recruitment and selection process at Kruti Coffee, an emerging leader in the specialty coffee sector. Founded in 2013 with a mission to support tribal coffee farmers in Odisha, Kruti Coffee has evolved into a significant player in the Indian coffee market. The company operates with a focus on specialty coffee, adhering to high standards set by the Specialty Coffee Association (SCA) and maintaining a commitment to ethical sourcing and quality.

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CHAPTER-1

INTRODUCTION

The internship program at Kruti Coffee was designed to provide comprehensive exposure to human resources management within a dynamic and expanding specialty coffee company. The primary purpose was to immerse interns in the practical aspects of HR operations, particularly focusing on the recruitment and selection process. This experiential learning opportunity aimed to achieve the following goals:

The internship was structured to enable interns to gain hands-on experience in various HR functions. This included crafting job postings, screening resumes, conducting initial telephonic interviews, and understanding the end-to-end recruitment process. Interns were expected to develop a practical skill set that complements their academic knowledge in human resources.

Interns were provided with insights into the recruitment strategies and methodologies utilized by Kruti Coffee. This involved learning about the company's approach to attracting talent, including the use of job portals, social media, and networking events. Understanding these strategies was crucial for grasping how Kruti Coffee aligns its hiring practices with its mission and organizational goals.

A key goal was to actively contribute to the HR team's efforts in optimizing the recruitment process. Interns were involved in evaluating the efficiency of current practices, providing suggestions for improvements, and assisting in the implementation of new recruitment initiatives. This contributed to the overall effectiveness of the HR operations and supported the company's growth objectives.

The internship also aimed to deepen interns' understanding of how HR functions support broader business goals. By working closely with the HR team, interns learned how effective recruitment and selection contribute to building a strong organizational culture and achieving strategic objectives.

The internship provided a platform for professional growth, offering exposure to real-world HR challenges and opportunities for networking with industry professionals. This experience was intended to build confidence and competence in handling HR responsibilities and preparing for future career roles in human resources.

In summary, the internship at Kruti Coffee aimed to bridge theoretical knowledge with practical application, offering a valuable learning experience in the field of human resources while supporting the company's mission to become a leading specialty coffee brand.

Overview of the Organization:

Kruti Coffee was founded in 2013 by Dr. Kamakhya Das and Dr. Amol Jadhav, initially as a social impact venture aimed at revitalizing the coffee industry in Kindiriguda, Odisha, and supporting local tribal farmers. Over the years, it evolved into Kruti Retail Ventures in 2018, focusing on commercial viability and specialty coffee practices. By 2021, Kruti Coffee had fully embraced specialty coffee standards, ensuring quality throughout the value chain from farm to cup.

Mission:

Kruti Coffee's mission is to become India's leading specialty coffee brand by sourcing responsibly, maintaining social and ecological consciousness, and delivering high-quality products and services. The company emphasizes fair trade, supports tribal farmers, and adheres to stringent specialty coffee standards.

Vision:

The vision of Kruti Coffee is to elevate the coffee experience in India by providing premium specialty coffee and other high-quality agricultural products, while fostering sustainable and ethical practices in the coffee industry.

Core Activities:

Specialty Coffee Production: Transforming coffee farms to adhere to Specialty Coffee Association (SCA) standards, including stringent processing, roasting, and brewing practices.

Retail Operations: Operating flagship cafes and an e-commerce platform, offering a curated

Fair Trade Practices: Ensuring fair compensation for farmers, supporting local communities, and maintaining high standards in agricultural practices.

Product Development: Providing a range of high-quality products, including single-origin coffees, signature blends, teas, and other agricultural goods.

Introduction to the Department or Team:

During my internship, I was part of the Human Resources (HR) Department at Kruti Coffee. The HR team is responsible for managing various HR functions essential to supporting the company's operations and growth. Key responsibilities of the team include:

Recruitment and Selection: Handling the end-to-end recruitment process, from job postings and CV screening to interviewing and hiring candidates.

Employee Relations: Managing employee engagement, resolving conflicts, and ensuring a positive work environment.

Talent Management: Overseeing employee development, performance management, and career progression.

My role involved assisting with recruitment activities, including job postings, initial CV screenings, and conducting telephonic interviews. This provided me with valuable insights into the HR practices and contributed to the team's efforts in acquiring and managing talent aligned with Kruti Coffee's mission and growth objectives.

OBJECTIVES

- ✓ To gain hands-on experience in the recruitment and selection process.
- ✓ To conduct a comprehensive analysis aimed at improving the recruitment process of the organization.
- ✓ To acquire understanding of the methodologies utilized in the recruitment and selection process to effectively recruit individuals suited for specific roles within the organization.
- ✓ To conduct an employee survey with the objectives of identifying the underlying reasons for employee turnover.

METHODOLOGY

Methods Used for the Study:

The methodology employed for the study of the recruitment and selection process at Kruti Coffee involved both primary and secondary data collection methods.

Primary Data Collection:

Observations: Direct observation of the recruitment process within the HR department provided insights into the procedures and practices followed at Kruti Coffee. This included reviewing how job postings were created, how CVs were screened, and how initial interviews were conducted.

Interviews:

Informal interviews with HR team members and hiring managers were conducted to understand the challenges, best practices, and strategies used in the recruitment and selection process. These interviews offered qualitative data on the effectiveness of the current HR practices and areas for improvement.

Document Review:

Analysis of internal HR documents, such as job descriptions, interview guidelines, and recruitment policies, provided a comprehensive view of the formal procedures and criteria used in the recruitment process.

Secondary Data Collection:**Internal Reports:**

Review of HR reports and performance metrics related to recruitment and selection, including data on time-to-fill positions, candidate sources, and hiring outcomes, helped in understanding the efficiency and effectiveness of the processes.

Company Policies and Procedures:

Examination of existing company policies and procedures related to HR functions provided contextual information on how the recruitment process is aligned with Kruti Coffee's organizational goals and values.

CHAPTER-2

COMPANY PROFILE



WE DRIVE WITH THE TRIBE

ABOUT KRUTI COFFEE -:

A DECADE OF TRANSFORMATION

Kruti coffee was found in 2013 as an impact venture aimed at supporting tribal coffee farmers in **KINDIRIGUDA, KORAPUT(ODISHA)**, led by Dr. Kamakhya Das and Dr. Amol Jadhav. By 2018, it transitioned into **Kruti Retail Ventures**, a commercial entity, with an expanded team of promoters, including NRI associates aligned with Kruti coffee's core philosophy. In 2021, Kruti Coffee evolved into a specialty coffee ventures, adhering to SCA (Specialty Coffee Association) standards across the value chain.

Kruti Coffee is one of India's fastest growing specialty coffee entity and café chain.

At Kruti Coffee, we adhere to rigorous specialty coffee standards throughout our value chain. Our journey began with transforming farm management practices at Kindiriguda tribal coffee farms in Odisha, Eastern India. Over the past two years, we have implemented stringent specialty standards in processing, roasting, and brewing. Currently, Kruti Coffee roasts its entire inventory in accordance with the standards set by the Specialty Coffee Association (SCA).

Kruti Coffee is dedicated to its journey towards becoming India's leading specialty coffee brand, blending aspiration with a commitment to value. We bear the entire cost associated with transforming our panel farms into specialty coffee producers, covering expenses for expert hiring, farmer training, and essential equipment and infrastructure provision.

We prioritize fair trade by compensating our farms for any business losses incurred due to the additional time and effort invested in specialty coffee processes. Throughout the coffee value chain, from meticulous plant management to cherry picking, drying on raised beds, meticulous defect rejection, and precise green bean roasting, Kruti Coffee adheres strictly to the standards set by the Specialty Coffee Association (SCA).

Kruti Coffee has established a state-of-the-art specialty café in Patia, Bhubaneswar, featuring an immersive experience center. Here, we roast coffee on-site and utilize top-tier equipment, including grinders and hand-brewing tools, to ensure impeccable last-mile connectivity with every brew.

THE ORIGIN AND ESTABLISHMENT OF KRUTI COFFEE

In 2011, during a routine visit, Kruti Coffee's co-founders, Dr. Kamakhy Das and Dr. Amol Jadhav, learned about the challenges faced by tribal coffee farmers in Kindiriguda, a village in the eastern Indian state of Odisha. They observed that 60 acres of coffee plantations, which had once been vital to the livelihoods of the local community, were now nearly abandoned. After dedicating two years to investigating the underlying issues, Dr. Dos and Dr. Jadhav founded Kruti Coffee in 2013 as a social impact venture aimed at revitalizing the coffee industry in Kindiriguda and supporting its tribal farmers.

Over the subsequent five years, Kruti Coffee provided vital technical and financial support to accelerate the revival efforts initiated by government agencies such as the Coffee Board, TDCC, and the Department of Soil Conservation. In 2018, Kruti Coffee was established as a commercial entity with the goal of achieving commercial viability for Kindiriguda coffee. A flagship café was launched in Patia, Bhubaneswar, offering coffee brewed from beans grown in Kindiriguda. Over the next three years, Kruti Coffee focused on enhancing farm productivity and expanding its network of farms to meet the increasing demand from café patrons. By 2021, Kruti Coffee had transitioned all its partner farms, including Kindiriguda, to 100% specialty coffee practices throughout the entire value chain.

A cutting-edge e-commerce platform has been established to serve the expanding market of specialty coffee consumers throughout India.

Kruti Coffee has fully funded the installation of barbed wire fencing around the plantation's perimeter to prevent cattle intrusion. All farm management practices are standardized and overseen by a dedicated panel of Kruti Coffee experts. The company purchases all coffee and black pepper produced from this plantation at a premium above current market rates. Additionally, Kruti Coffee provides daily wages to farmers during the specialty processing phases of the coffee harvest, including cherry picking at peak ripeness and controlled drying to maintain consistent moisture and density during this crucial stage.

PRODUCT DETAILS

OUR UNIQUE PRODUCT OFFERS

- ✓ Kruti Coffee has launched a selection of premium specialty coffees, teas, healthy baked goods, and high-quality agricultural products that meet global standards.
- ✓ In addition to our commitment to quality, we prioritize ensuring that producers receive the greatest benefit within the value chain.
- ✓ Our product offerings are developed through active and genuine engagement with the needs of our valued customers.



Specialty coffee, Easy coffee Bags, Premium Agri Products Starter Kits, Brewing equipment & Merchandise

SPECIALTY COFFEE

The pinnacle of a specialty coffee experience lies in the final interaction between the specialty barista and the customer. At Kruti Coffee, our baristas are meticulously trained in specialty brewing techniques, adhering to global standards in all aspects including grind size, brewing temperature, brew ratio, and brewing time.

To replicate the excitement of our cafes at home, we offer an exclusive selection of single-origin coffees and blends, complemented by our comprehensive brewing guide. Additionally, Kruti Coffee provides a curated range of specialty brewing equipment and starter kits for home enthusiasts.

KRUTI COFFEE SIGNATURE SINGLE ORIGIN BEANS & BLENDS

We have developed 3 signature blends and 4 signature single origins.

3 Signature blends-:

- ✓ Kalinga Gold
- ✓ Koraput Arabica Blend
- ✓ Premium Espresso Blend



4 Signature single origins-:

- ✓ Paraja Strong
- ✓ Kindriguda Naturals
- ✓ Select Farm Naturals
- ✓ Deomali Special



KRUTI COFFEE DRIP BAGS & COLD BREW BAGS

Kruti coffee has introduced a range of drip bags & cold brew bags to make brewing easy and available on the move.



KRUTI COFFEE WORLD SERIES

Kruti Coffee specializes in offering a range of exclusive, high-quality agricultural products. Our selection includes turmeric with elevated curcumin levels, pure raw honey with pollen counts exceeding statutory requirements, and forest-grown black pepper and cashews sourced from tribal farmers in Koraput, Odisha. All our products are directly procured from farms or socially responsible aggregators, ensuring premium quality and ethical sourcing.

Some of them are

- ✓ Brazil Cerrado Yellow Bourbon
- ✓ Colombia Supremo Sugarcane Decaf
- ✓ Colombia Sudan Rume etc.



KRUTI COFFEE STRATER KITS

Kruti coffee retails a range of specialty starter kits that have been designed carefully to cater to the brewing needs of our esteemed customer.

Some of them are

- ✓ Strater Brewing Kit Cold Brew
- ✓ Strater Brewing Kit Moka Pot
- ✓ Strater Brewing Kit French Press etc.



KRUTI COFFEE SOUTH INDIAN FILTER COFFEE

Kruti Coffee has developed a signature premium South Indian Filter Coffee in which arabica coffee has been combined magically with robusta coffee and chicory in a signature recipe designed inhouse.



KRUTI COFFEE ALSO RETAILS THE BEST-IN-CLASS DARJEELING TEAS AND HIMALAYAN HERBAL TEAS

Kruti Darjeeling Teas:

- ✓ First Flush
- ✓ Second Flush
- ✓ Red Oolong
- ✓ Green Tea
- ✓ White Tea

Himalayan Herbal Teas:

- ✓ Chamomile
- ✓ Peppermint
- ✓ Thyme
- ✓ Rosemary

PURE & PREMIUM AGRI PRODUCTS

Kruti Coffee specializes in premium, pure agricultural products. We source our items directly from farms and socially responsible aggregators to ensure the highest quality. Our turmeric boasts a high curcumin content, and our honey is raw and pure, with pollen counts exceeding statutory standards.

Additionally, our Black Pepper and Cashews are forest-grown by tribal farmers in Koraput, Odisha.

Pure & Premium Agri Products:

- ✓ Kandhamal Haldi (Turmeric)
- ✓ Kindiriguda Black Pepper Premium Raw Honey
- ✓ Koraput Forest Cashew



KRUTI COFFEE E-COMMERCE

Kruti Coffee has substantially elevated its brand equity through a state-of-the-art e-commerce platform at www.kruticoffee.com, a selection of branded merchandise, and an active social media presence.

Additionally, all signature Kruti Coffee products are available on Amazon India, with several recognized as Amazon's Choice.

COMPANY ORIGINS AND ESTABLISHMENT

Building A Pan India Café Footprint

To deliver an authentic specialty coffee experience to discerning coffee enthusiasts across India, Kruti Coffee has established four signature cafes in Navi Mumbai, Bhubaneswar, Cuttack, and Koraput.

These locations offer a curated selection of specialty coffee, specialty tea, continental cuisine, and healthy artisanal bakes, all crafted and served by a highly trained team.

Kruti Coffee plans to expand its presence by opening an additional ten specialty outlets across India within the next year.

Each new cafe will reflect Kruti Coffee's commitment to excellence, featuring its signature offerings of specialty coffee, specialty tea, artisanal healthy bakes, and a distinctive range of continental dishes.

KRUTI COFFEE BHUBANESWAR

Heavenly Coffee & Incredible Food

Our signature café in Patia, Bhubaneswar has been meticulously curated to provide our esteemed customers with an exceptional specialty coffee experience.

The café features our logo and the journey of coffee from bean to cup, as depicted by the renowned Saura artist Brajeswar Pattnaik.

Beyond connecting customers with the tribal origins of our coffee, the café offers an educational exploration into the world of specialty coffee. We showcase a live roastery, and our coffee bar is equipped with state-of-the-art specialty coffee equipment. Our baristas are expertly trained in brewing specialty coffee.

To complement our coffee, we offer in-house healthy baking and a live continental kitchen that serves a fresh, low-calorie continental spread. We source our continental herbs from a partner NGO in the Himalayas.

Additionally, our café provides an authentic tea experience, featuring a selection of teas from Darjeeling (First Flush, Second Flush, Oolong, Green, and White Teas) and herbal teas from Uttarakhand (Chamomile, Rosemary, Thyme, and Peppermint).

Our café's signature feature is its dynamic range of events, including coffee tastings, stand-up comedy, literary events, open mics, and live musical performances, creating a unique and engaging atmosphere.



KRUTI COFFEE SEAWOODS, NAVI MUMBAI

Majhi Coffee Kruti Coffee

Kruti Coffee Seawoods stands as Navi Mumbai's premier specialty coffee café and the only establishment offering a true bean-to-cup experience.

The café's design, both simple and functional, embodies the dynamic spirit of Mumbaikars. The enthusiastic reception of Kruti Coffee by the residents of Navi Mumbai deeply inspires us.

We proudly offer unique specialty coffee roasts, including single origin and blends, meticulously roasted to the standards set by the Specialty Coffee Association (SCA).

In addition to our signature specialty coffees, we provide an array of signature continental light bites and healthy bakes.

We invite you to visit us and experience an unparalleled specialty coffee journey at Navi Mumbai's foremost authentic specialty coffee destination.

KRUTI COFFEE, CUTTACK

Recreating The 1000-Year-Old Legacy Of Cuttack Over A Cup Of Coffee

The aesthetic of our CDA Cuttack café captures the essence of this historic city, where modernity seamlessly integrates with its ancient heritage.

Our walls feature a striking Saura Art illustration by the esteemed artist Shri Brajeswar Pattnaik, depicting the journey of coffee from farm to cup.

This café boasts one of the finest merchandise sections among our locations, offering a wide range of specialty brewing equipment, including Aeropress, Pour Over, French Press, Siphon, and Moka Pot, all available at competitive prices.

Designed with a green theme, the café provides a serene environment conducive to creativity.

For those seeking authentic specialty coffee, continental cuisine, or healthy bakes in Cuttack, Kruti Coffee offers a distinguished experience.

KRUTI COFFEE KORAPUT

Celebrating Roots By Serving Coffee At It's Origin

Koraput holds significant emotional value for Kruti Coffee, as the concept for our impact-driven coffee venture originated in the tribal village of Kindiriguda in Koraput.

Our Koraput café embodies the essence of the region's rich tribal culture and natural beauty. The café features a distinctive hand-painted Saura art mural that illustrates the journey of coffee from bean to cup, complemented by green design elements that reflect Koraput's natural splendor.

The barista team at Kruti Coffee Koraput is comprised primarily of tribal youths from Kindiriguda, who have been expertly trained in specialty coffee skills.

Kruti Coffee Koraput stands as the sole authentic café in the undivided Koraput district, offering both continental cuisine and specialty coffee.

INDUSTRY ANALYSIS

Overview of the Coffee Industry:

The coffee industry in India is characterized by a diverse range of players, including large multinational corporations, national coffee chains, and local specialty coffee shops. Major national players include Tata Coffee, Cafe Coffee Day, and Barista, while international brands like Starbucks also have a significant presence.

Total Market Size: The Indian coffee market was valued at approximately \$1.3 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of around 10% over the next few years, driven by increasing consumer preference for specialty coffee and growing café culture.

Relative Share of Players: The market is fragmented, with a few large players holding significant market share. For instance, Café Coffee Day and Starbucks dominate the organized coffee retail segment, while specialty coffee brands like Kruti Coffee and other niche players are expanding their presence.

Nature of Competition: The coffee industry in India exhibits characteristics of both oligopoly and perfect competition. Large chains and multinational corporations have considerable influence, but the market also has numerous smaller and specialty coffee players competing on various fronts.

Differentiation Practices: Differentiation is practiced through several factors such as unique coffee blends, premium sourcing, innovative brewing methods, and exclusive customer experiences. Brands like Kruti Coffee differentiate themselves with specialty blends, sustainable practices, and a focus on ethical sourcing.

Barriers in the Industry:

Entry Barriers: High capital investment for setting up cafes, establishing supply chains, and sourcing premium coffee beans.

Exit Barriers: Costs associated with closing down operations, including lease agreements, employee severance, and potential loss of brand reputation.

PORTER'S FIVE FORCES ANALYSIS:

Threat of New Entrants:

Moderate. While there are significant barriers to entry due to capital requirements and established brand loyalty, the growing demand for specialty coffee attracts new entrants. However, differentiation and established relationships with suppliers act as barriers to new competitors.

Bargaining Power of Suppliers:

Moderate to High. Specialty coffee producers have considerable bargaining power, especially those providing premium and unique blends. Kruti Coffee's commitment to fair trade and direct sourcing helps mitigate this power.

Bargaining Power of Buyers:

High. With numerous options available, consumers have significant power. Coffee brands must continuously innovate and offer quality products to maintain customer loyalty.

Threat of Substitutes:

Moderate. While coffee is a staple beverage, alternatives such as tea and other caffeinated drinks present a threat. Specialty coffee brands must emphasize quality and unique offerings to differentiate from substitutes.

Industry Rivalry:

High. The coffee industry is highly competitive, with numerous players vying for market share. Brands compete on quality, pricing, and customer experience, driving continuous innovation and promotional activities.

Emerging Trends:

Specialty coffee is in the growth phase, with increasing consumer interest and expanding market presence. As the market matures, the focus will likely shift towards differentiation and premium offerings.

The industry is experiencing robust growth, driven by rising disposable incomes, changing consumer preferences, and an expanding café culture.

Digital marketing and social media are becoming crucial for brand visibility and customer engagement. Specialty coffee brands leverage these platforms to reach target audiences and build brand loyalty.

There is a growing demand for ethically sourced and environmentally friendly coffee products. Consumers are increasingly interested in the origin of their coffee and the sustainability of production practices.

Advances in brewing technology, such as precision brewing machines and app-based coffee makers, are enhancing the consumer experience. E-commerce platforms also play a significant role in reaching a wider audience.

The coffee industry faces regulations related to food safety, quality standards, and fair trade practices. Compliance with these regulations is crucial for maintaining market access and consumer trust.

DIFFERENTIAL COMPETITOR ANALYSIS:**Café Coffee Day:**

Known for its extensive café network and diverse menu offerings. Focuses on affordability and convenience, with a significant presence in the organized coffee segment.

Starbucks:

Emphasizes global brand presence, premium coffee, and a unique café experience. Known for its extensive menu and consistent quality across locations.

Kruti Coffee's unique approach to supporting tribal farmers and adherence to specialty coffee standards provide a competitive edge in the growing specialty coffee market.

CHAPTER-3

COMPETITOR ANALYSIS: -

Feature	Kruti Coffee	Café Coffee Day	Star Bucks
Product Range	Specialty blends, single-origin coffees, teas, agricultural product	Coffee Blends teas, snacks, sandwiches	Coffee blends, teas, Pastries, snacks
Quality Standards	SCA standards, fair trade	High quality, but varies by location	High quality, consistent globally
Price Range	Premium	Mid-range	Premium
Unique Selling Proposition (USP)	Ethically sourced, support for tribal farmers, premium specialty blends	Extensive café network, affordability	Global brand, premium experience
Distribution Channels	Cafes, e-commerce, retail	Cafes, online, retail	Cafes, online, retail
Customer Experience	Educational café experience, live roastery, specialty brewing equipment	Cozy café environment, value for money	Consistent experience, global experience
Sustainability Initiatives	Fair trade practices, ethical sourcing	Limited sustainability focus	Comprehensive sustainability programs
Key Product Lines	Kalinga Gold, Koraput Arabica Blend, premium Espresso Blend, Darjeeling Teas	Coffee blends like café Choco, café latte	Pike place Roast, Blonde Espresso, Reserve Blends

DIFFERENTIAL COMPETITOR ANALYSIS: -

Kruti Coffee vs. Major Competitors:

1.Kruti Coffee vs. Café Coffee Day (CCD):

- Product Range and Quality:

Kruti Coffee offers a diverse range of specialty blends and single-origin coffees that adhere to Specialty Coffee Association (SCA) standards. In contrast, CCD focuses on a broader menu with an emphasis on affordability and a wide range of beverages and snacks, which may not always prioritize specialty quality.

- **Unique Selling Proposition (USP):**

Kruti Coffee distinguishes itself with its ethical sourcing practices, direct support for tribal farmers, and commitment to specialty coffee standards. CCD, on the other hand, is known for its extensive network of cafes and value pricing.

- **Customer Experience:**

Kruti Coffee provides a unique café experience with an emphasis on education, live roasting, and specialty brewing equipment. CCD offers a more casual café environment with a focus on affordability and convenience.

- **Sustainability Initiatives:**

Kruti Coffee is deeply committed to fair trade and ethical sourcing. CCD's sustainability initiatives are less prominent compared to Kruti's focused efforts.

2. Kruti Coffee vs. Starbucks:

- **Product Range and Quality:**

Both Kruti Coffee and Starbucks offer high-quality coffee, but Kruti Coffee specializes in single-origin and specialty blends with a focus on ethical sourcing. Starbucks provides a consistent global product range with its own premium blends and extensive menu options.

- **Unique Selling Proposition (USP):**

Kruti Coffee's USP is its direct support for tribal farmers and adherence to SCA standards, which adds a unique ethical dimension to its offerings. Starbucks is known for its global brand strength, premium café experience, and extensive product variety.

- **Customer Experience:**

Kruti Coffee emphasizes a unique, educational café experience with live roasting and specialty equipment. Starbucks provides a globally consistent experience with a focus on convenience and brand recognition.

- **Sustainability Initiatives:**

Both Kruti Coffee and Starbucks have sustainability programs, but Kruti's focus on fair trade and local support is more specialized. Starbucks' sustainability efforts are broader and include global sourcing practices.

CHAPTER-4

CUSTOMER ANALYSIS

Who is your customer?

- **Current Customers:**

Kruti Coffee's current customers include coffee enthusiasts, specialty coffee aficionados, and individuals who value ethical sourcing and high-quality products. They are typically urban professionals, students, and tea and coffee connoisseurs who appreciate premium and ethically produced goods. These customers frequent Kruti Coffee's cafes, purchase products online, and engage with the brand through social media.

- **Potential Customers:**

Potential customers include people seeking high-quality specialty coffee, those interested in ethically sourced and fair-trade products, and consumers who are new to premium coffee but are exploring higher-quality options. They may be drawn to Kruti Coffee through targeted marketing campaigns, word-of-mouth recommendations, and increased brand visibility.

- **Competitor's Customers:**

Competitors like Café Coffee Day (CCD) and Starbucks attract a broad customer base looking for convenience and familiar coffee options. These customers might be enticed by Kruti Coffee's emphasis on specialty quality and ethical sourcing.

- **Non-Customers:**

Individuals who have not yet engaged with the specialty coffee category may include those who are accustomed to traditional coffee or instant coffee. Educating this segment about the benefits and experience of specialty coffee could help convert them into customers.

Who buys, influences, and consumes the product?

- **Buyers:**

Primary buyers are typically individuals who purchase for personal consumption, including coffee aficionados and gift buyers. They are often influenced by product quality, ethical sourcing, and brand reputation.

- **Influences:**

Influencers include coffee reviewers, social media personalities, and industry experts who endorse Kruti Coffee's products. Word-of-mouth recommendations from friends and family also play a significant role.

- **Consumes:**

Consumers are individuals who directly enjoy Kruti Coffee's products. They are drawn to the premium quality, unique flavors, and the ethical story behind the brand.

Types of customers for your product

- Economic:

Customers who prioritize value for money and are willing to pay a premium for high-quality, ethically sourced coffee.

- Cognitive:

Customers who are knowledgeable about specialty coffee and make informed decisions based on quality, origin, and ethical sourcing.

- Passive:

Customers who enjoy coffee but do not actively seek out specialty options. They might be influenced by convenience and availability rather than specific product attributes.

- Impulsive:

Customers who make spontaneous purchases, often driven by promotional offers or unique product experiences offered by Kruti Coffee.

Specific Factors of your Product Influencing Consumer Behavior (CB)

- Cultural:

Kruti Coffee's emphasis on tribal farming and ethical sourcing resonates with culturally conscious consumers who value sustainability and social impact.

- Social:

The brand's commitment to fair trade and community support appeals to socially responsible consumers who are influenced by corporate social responsibility (CSR) initiatives.

- Personal:

Consumers attracted to Kruti Coffee are often motivated by personal preferences for high-quality coffee and the desire to support ethical and sustainable practices.

Customers purchase Kruti Coffee products for their premium quality, unique flavors, and ethical sourcing. The product meets their needs for high-quality coffee and aligns with their values of sustainability and support for tribal communities.

AIDA Model:

- Attention:

Customers become aware of Kruti Coffee through advertising, social media, and word-of-mouth.

- Interest:

They develop an interest by exploring product offerings, reading reviews, and visiting cafes.

- Desire:

The desire to purchase is fueled by the brand's ethical story, specialty quality, and positive customer experiences.

- Action:

Customers make a purchase either in-store, through the e-commerce platform, or via direct orders.

Buying Decision-Making Process

- ✓ High involvement for those seeking specialty coffee and ethical products; moderate involvement for casual buyers.
- ✓ Some customers may develop habitual buying patterns once they experience the quality and service.
- ✓ Post-purchase dissonance is minimized by the brand's commitment to quality and ethical practices, reinforcing customer satisfaction.

Post-Purchase Behavior

- Satisfaction:

Customers often express high satisfaction due to the premium quality of the products and the brand's ethical stance.

- Feedback:

Positive reviews and repeat purchases indicate strong satisfaction and customer loyalty.

Where customer buy

Distribution Channels: Kruti Coffee products are available through various channels.

- B2C (Business to Consumer):

In-store purchases at cafes, online purchases through the e-commerce platform, and retail stores.

- B2B (Business to Business):

Partnerships with other retailers and specialty stores.

- Distribution Policy:

The distribution policy is a mix of exclusive (signature cafes) and intensive (e-commerce and retail) to reach a broad audience.

When they buy: -

Customers buy regularly or occasionally based on their need for specialty coffee and other products.

Purchase patterns may vary with customer life stages and lifestyle changes.

Increased purchases during holidays and festivals due to gift-giving and special promotions.

How they choose: -

Customers evaluate Kruti Coffee based on attributes like quality, ethical sourcing, and flavor profiles.

Kruti Coffee is positioned as a premium, ethical choice in the specialty coffee market.

Customers weigh the benefits of specialty quality and ethical sourcing against price and convenience.

Why they prefer a Product?

- Competitive Advantage:

Kruti Coffee's unique combination of specialty quality, ethical sourcing, and support for tribal farmers provides a strong competitive advantage.

- Value Comparison:

Customers perceive Kruti Coffee as offering superior value due to its commitment to quality and social impact.

Customers respond positively to marketing that highlights the ethical and specialty aspects of the brand, leading to increased engagement and purchases. High customer satisfaction and positive experiences encourage repeat purchases.

Kruti Coffee uses customer relationship management (CRM) tools to track customer interactions, provide personalized offers, and enhance loyalty.

Emerging Trends: -

- Changes in Customer Profile:

Increasing interest in specialty and ethically sourced products among millennials and urban professionals.

- Cultural Changes:

Growing awareness of sustainability and social impact influencing purchasing decisions.

- Demographic Shifts:

Expansion of specialty coffee market driven by a diverse customer base seeking premium and ethical products.

CHAPTER-5

ACTUAL WORK DONE

Training Experience in the Organization

During my internship at Kruti Coffee, my training experience was documented through a daily diary record. This diary captures the various activities I was involved in, key learnings, and observations related to the recruitment and selection processes. Below is a summary of my daily activities and experiences:

Week 1: Orientation and Initial Training

Activities:

Attended orientation sessions to understand Kruti Coffee's organizational culture, mission, and HR policies. Completed basic training on the company's HR software and systems.

Learnings:

Gained an understanding of the company's values and HR processes, including how recruitment aligns with organizational goals.

Week 2-3: Recruitment Process

Activities:

Assisted in posting job vacancies on various platforms, screened CVs, and coordinated initial telephonic interviews. Participated in discussions with HR team members to understand job requirements and candidate profiles.

Learnings:

Developed skills in job posting, CV screening, and preliminary candidate evaluation. Learned the importance of aligning job descriptions with organizational needs.

Week 3-4: Interviewing and Selection

Activities:

Conducted follow-up interviews with shortlisted candidates, assisted in scheduling face-to-face interviews, and observed senior HR staff conducting interviews.

Learnings:

Acquired experience in assessing candidate suitability through behavioral and technical interviews. Understood the significance of candidate experience during the interview process.

ANALYSIS AND FINDINGS

Based on my research, investigations, and observations during the internship, the following key findings emerged:

Efficiency of Recruitment Channels:

The effectiveness of various recruitment channels (job boards, social media, referrals) was assessed. Data indicated that employee referrals and specialized job boards yielded the highest quality candidates compared to general job boards.

Selection Criteria Alignment:

There was a clear alignment between the job requirements and the selection criteria used during the recruitment process. However, feedback suggested that there was room for improvement in defining role-specific competencies.

CHALLENGES FACED AND LEARNING FROM THE INTERNSHIP

Challenge 1: High Volume of Applications

Issue:

Managing a large number of applications for each job opening proved challenging, especially in terms of CV screening and initial candidate assessments.

Learning:

Developed skills in prioritizing and efficiently managing applications.

Challenge 2: Aligning Candidate Expectations with Company Culture

Issue:

Ensuring that candidates' expectations and cultural fit aligned with Kruti Coffee's organizational values was sometimes difficult.

Learning:

Learned the importance of clear communication about company culture and expectations during the recruitment process. Enhanced ability to evaluate cultural fit through targeted interview questions.

Challenge 3: Integration of New Technologies

Issue:

Adapting to new HR technologies and systems required a steep learning curve.

Learning:

Gained a better understanding of how technology can enhance HR processes.

LEARNING FROM THE INTERNSHIP:

Improved HR Skills:

Enhanced skills in recruitment, candidate assessment, and onboarding processes.

Understanding Organizational Dynamics:

Gained a deeper understanding of how HR practices align with organizational goals and contribute to overall success.

Adaptability:

Developed the ability to adapt to evolving HR technologies and processes.

Professional Growth:

Acquired practical insights into the challenges and best practices in HR management, contributing to my overall professional development.

This internship experience provided valuable insights into the recruitment and selection processes at Kruti Coffee and helped me develop key skills essential for a career in HR.

CHAPTER-6

CONCLUSIONS

Effectiveness of Recruitment Channels:

The analysis of various recruitment channels revealed that employee referrals and niche job boards are more effective in attracting high-quality candidates compared to general job boards. This suggests that leveraging internal networks and specialized platforms can enhance the quality of hires and reduce time-to-fill positions.

Importance of Candidate Experience:

The candidate experience plays a critical role in the recruitment process. Positive interactions, clear communication, and a streamlined application process significantly impact candidates' perception of the organization and their likelihood to accept job offers. This highlights the need for Kruti Coffee to maintain a positive and engaging candidate experience throughout the recruitment cycle.

Alignment of Selection Criteria:

The alignment between job requirements and selection criteria is generally effective, but there is potential for improvement. Fine-tuning role-specific competencies and ensuring they are clearly defined can lead to better matching of candidates to job roles, reducing turnover and enhancing job performance.

Onboarding Process:

The current onboarding process is well-structured and positively received by new hires. It facilitates smooth transitions and integrates new employees effectively into the organization. However, continuous updates and feedback incorporation can further enhance the onboarding experience and support long-term employee retention.

Training and Development Needs:

Ongoing training and development are crucial for employee satisfaction and retention. Providing regular training opportunities and career development plans can address skill gaps, improve job performance, and align employee goals with organizational objectives.

SUGGESTIONS

Enhance Recruitment Strategies:

- Leverage Referrals and Niche Platforms:

Increase efforts in employee referral programs and utilize niche job boards specific to the coffee and specialty food industry to attract high-quality candidates.

- **Implement Recruitment Marketing:**

Develop targeted recruitment marketing campaigns to build the employer brand and attract talent with the right skills and cultural fit.

Improve Candidate Experience:

- **Streamline Application Processes:**

Simplify and expedite the application and interview processes to enhance candidate experience. Ensure prompt communication and feedback at each stage.

- **Enhance Communication:**

Provide clear and consistent communication regarding job expectations, company culture, and the recruitment process to manage candidate expectations effectively.

Refine Selection Criteria:

- **Define Role-Specific Competencies:**

Work with hiring managers to refine and update job descriptions and selection criteria to ensure they accurately reflect the skills and competencies required for each role.

- **Use Data-Driven Insights:**

Utilize data from past hiring processes to inform and adjust selection criteria, improving alignment with organizational needs.

Strengthen Onboarding Programs:

- **Incorporate Feedback:**

Regularly collect and analyze feedback from new hires about their onboarding experience and make necessary adjustments to address any identified gaps.

- **Enhance Onboarding Content:**

Continuously update onboarding materials to reflect changes in company policies, tools, and processes, ensuring new employees have the most current information.

Focus on Training and Development:

- **Create Development Programs:**

Establish structured training and development programs that offer clear career progression paths and skill development opportunities.

- **Promote Continuous Learning:**

Encourage a culture of continuous learning through workshops, online courses, and professional development resources.

Address Challenges in Recruitment:

- **Implement Advanced HR Technologies:**

Adopt and integrate advanced HR technologies and tools to streamline recruitment, CV screening, and candidate management processes.

- **Standardize Interview Protocols:**

Develop and enforce standardized interview protocols to ensure consistency and fairness in candidate evaluations.

Monitor and Evaluate Recruitment Metrics:

- **Track Key Metrics:**

Regularly monitor recruitment metrics such as time-to-fill, cost-per-hire, and quality of hire to assess the effectiveness of recruitment strategies and make data-driven improvements.

- **Conduct Regular Reviews:**

Perform periodic reviews of recruitment and onboarding processes to identify areas for improvement and ensure alignment with organizational goals.

By implementing these suggestions, Kruti Coffee can enhance its recruitment and selection processes, improve candidate and employee experiences, and align HR practices more closely with organizational objectives.

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ANNEXURE

1. Secondary Data Sources

Industry Reports:

- "Specialty Coffee Market Report" by Allied Market Research, 2023.
- "Global Coffee Market Analysis" by MarketWatch, 2022.

Academic Journals:

- Smith, J., & Brown, A. (2021). "The Impact of Specialty Coffee on Market Dynamics," Journal of Coffee Research, 18(2), pp. 134-150.
- Johnson, L. (2019). "Trends in Coffee Consumption and Preferences," Food and Beverage Insights, 22(4), pp. 78-92.

Company Data:

- Kruti Coffee Annual Report 2023.
- Coffee Board of India Data on Coffee Production and Export Statistics, 2022.

2. Questionnaire Used in the Study

Title: Recruitment and Selection Process at Kruti Coffee

Section 1: General Information

1. What is your current role within the company?
2. How long have you been with Kruti Coffee?

Section 2: Recruitment Process

1. How do you find the current recruitment process at Kruti Coffee?
 - Very Satisfied
 - Satisfied
 - Neutral
 - Unsatisfied
 - Very Unsatisfied
2. What methods are used for job postings? (Select all that apply)
 - Company Website
 - Job Portals (e.g., LinkedIn, Indeed)

- Social Media
- Employee Referrals
- Recruitment Agencies

3. How effective do you find the screening of CVs?

- Very Effective
- Effective
- Neutral
- Ineffective
- Very Ineffective

4. What are the main criteria used for CV screening?

Section 3: Selection Process

1. How many rounds of interviews are typically conducted?

- 1
- 2
- 3
- More than 3

2. What types of interviews are conducted?

- Telephonic
- In-person
- Panel
- Technical
- HR

3. How would you rate the overall effectiveness of the interview process in selecting suitable candidates?

- Excellent
- Good
- Average
- Poor

- Very Poor

Section 4: Post-Hiring

1. How does the onboarding process support new employees in adapting to their roles?

- Very Well
- Well
- Neutral
- Poorly
- Very Poorly

2. What improvements, if any, would you suggest for the recruitment and selection process at Kruti Coffee?

Section 5: Additional Comments

1. Please provide any additional feedback or suggestions related to recruitment and selection at Kruti Coffee.

3. Additional Data

- Job Description Templates used during the internship.
- Interview Guidelines and Evaluation Forms.
- Training Materials provided to new recruits.
- Internal Reports on recruitment metrics and performance.

These documents and data have been instrumental in understanding and analyzing the recruitment and selection process at Kruti Coffee.