



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 2025

REPORT TITLE

“A study on Recruitment and Selection process of Aquavitta”

SUBMITTED BY

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MBA Batch: 2024-26

University Regn. No.: 2406258005

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms. Abhilipsa Priyadarsini, bearing university registration number 2406258005 of 2024-26 batch, has completed her summer internship at Aquavitta (organization name) on the topic “ **A study on Recruitment and Selection process in Aquavitta**” from 9th June 2025 to 24th July 2025 under the supervision of Ms. Damini Dalabehera (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:

Place: Bhubaneswar

Dr. Prajna Mohapatra

Signature of the Internal Guide

CERTIFICATE OF INTERNSHIP

Date: 24 July 2025

This is to certify that **Ms. Abhilipsa Priyadarshni**, a student of Biju Patnaik Institute of Information Technology and Management Studies, has successfully completed her internship program from June 9, 2025, to July 24, 2025, at **VITA ALKALI SOLUTIONS PRIVATE LIMITED**, Bhubaneswar, in the Human Resources Department.

During her tenure with our organization, Ms. Abhilipsa Priyadarshni demonstrated exceptional qualities including punctuality, dedication to her work, and a keen desire to learn. Her inquisitive nature and hardworking attitude were consistently evident throughout the internship period.

We extend our best wishes for her future endeavours and continued success in her career.

Authorized Signatory



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DECLARATION

I, Ms. Abhilipsa Priyadarsini bearing university registration number 2406258005 (2024-26 batch), hereby declare that the project report title “**A Study on Recruitment and Selection process in Aquavitta**” is based on my internship at Aquavitta (organization name), during the period 9th June,2025 to 24th July,2025 and is an original work done by me under the supervision of Ms. Damini Dalabehera (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:

Signature

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this Summer Internship Training. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the training period. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

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Thank you!

Abhilipsa Priyadarsini

ABSTRACT

Recruitment and selection are vital aspects in Human Resource Management, which impact organizational performance as they ensure the exact candidates achieve particular posts. This generally include job-analysis, sourcing of candidates, screening applications, conducting interviews and finally selection and on-boarding the most relevant thermal personnel for the enterprise. A good recruitment strategy can fill jobs quickly, while also increasing employee satisfaction, reducing turnover and creating a great company culture.

Aquavitta is a naturally growing startup dedicated to improve your health with alkaline water ionizer hydration solutions. Without chemicals or complex filtration, AquaVitta Ionizers electrically change normal tap water (pH 5.5–10.5) into ionized alkaline water. Also, And Delta provides an ionized alkaline water for better hydration and enhanced immunity that balances the pH value of your body, lowers the level of acidity in the body and helps detoxify it.

This project is just to demonstrate how a user can be involved in screening candidates, scheduling interviews, co-conduct the interviews and on the whole track saving candidate information. I had an opportunity to learn first-hand about HR Operations within a startup and how the right hires help in driving organization growth.

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Chapter 1

Introduction

The Aquavitta team, a high-growth startup that provides sustainable hydration solutions by offering healthy water on tap has their recruitment and selection process well-organized, but adjusted to the ever-changing and customer-centric nature of the business. The interviews are meant to make sure that none but the optimal candidates, who passes all rounds of interview could be brought on board by the company and help it grow. Aquavitta's recruitment process starts with job postings on leading jobs websites, such as Job Hai and LinkedIn. The HR team creates detailed job descriptions outlining the key responsibilities, desired qualifications, and required soft skills for the job roles. These postings attract a wide pool of applicants, and their resumes and CVs are collected directly from these platforms. Once the resumes are received, the screening process is conducted. Candidates are shortlisted based on specific criteria such as relevant work experience, educational background, communication skills, and alignment with Aquavitta's values. The first round of interviews is conducted through screening phone calls. These are brief but structured conversations that assess the candidate's basic communication skills, work history, interest in the role, and availability. Candidates who pass the phone interview are then scheduled for in-person or online interviews, based on their location and convenience. The next stage includes in-depth interviews, where we evaluate the candidate's professional skills, problem-solving abilities, domain knowledge, and teamwork attitude. Then, we select high-potential candidates for the final round of evaluation, which involves one-on-one meetings with top management. This round checks the candidate's fit within Aquavitta's startup culture. Finally, the best-fit candidate is chosen and sent an appointment letter. Once accepted, the onboarding process starts. The new hire is introduced to the company's vision, team structure, and operating procedures. Initial training and paperwork are completed to prepare them for their roles.

Scope

1. Recruitment Channels and Outreach

- The project looks at online job portals like Job Hai and LinkedIn for posting job openings and gathering resumes.
- It examines how digital platforms are used for cost-effective and far-reaching talent acquisition.
- It also involves drafting job descriptions, publishing job posts, and tracking application responses.

2. Resume Screening and Shortlisting

- The scope includes evaluating resumes based on set criteria like educational qualifications, experience, skills, and job relevance.
- It involves hands-on experience with filtering applicants and keeping candidate records in Google Sheets and Excel.

3. Interview Rounds and Coordination

- Participate actively in conducting phone screening interviews to assess candidates' communication skills and interest level.
- Coordinate and schedule online and in-person interviews based on candidates' and recruiters' availability.
- Observe and take part in interview panels to evaluate candidates alongside senior HR staff.

4. Candidate Evaluation and Final Selection

- Understand the criteria for assessing candidate performance in various interview rounds.
- Help shortlist candidates for final interviews and evaluate their fit for the startup's dynamic work culture.

5. Final Appointment and Onboarding

- Get involved in confirming candidates, preparing offer letters, and onboarding selected individuals.
- Observe how good hiring decisions affect workforce productivity and morale.

6. HR Process Documentation

- Document and report each stage of the hiring process for internal HR records and to prepare an effective internship report.

Objectives:

1. **To Understand the Recruitment Process at a Startup**
To gain practical knowledge of how recruitment works in a growing startup like Aquavitta, including sourcing strategies, job postings, and candidate engagement.
2. **To Analyse the Effectiveness of Recruitment Platforms**
To evaluate the use of online platforms like Job Hai and LinkedIn for collecting resumes and their effectiveness in attracting suitable candidates.
3. **To Study the Step-by-Step Selection Procedure**
To observe and document each stage of the selection process, from resume screening to telephonic interviews, personal or online interviews, and final selection and onboarding.
4. **To Assess the Role of HR in Talent Acquisition**
To understand the role and responsibilities of the HR team in shortlisting, coordinating, conducting interviews, and making hiring decisions.
5. **To Evaluate the Impact of Hiring on Organizational Growth**
To understand how effective recruitment helps build a customer-focused workforce, ultimately supporting the startup's growth and service quality.

REVIEW OF LITERATURE

Recruitment and selection are some of the most important human resource (HR) functions in any organization. Many scholars and practitioners have studied their impact on organizational performance, talent retention, and overall business success.

1. Recruitment: Definition and Significance

According to Edwin B. Flippo (1984), recruitment is the process of looking for potential employees and encouraging them to apply for jobs in the organization. It is the foundation of a strong workforce. A good recruitment process helps the company attract a group of qualified candidates from which the best-fit employees can be chosen. Modern organizations increasingly turn to digital recruitment platforms like LinkedIn, Naukri, and Job Hai to save time and money

while reaching more candidates (Breaugh & Starke, 2000). These platforms assist companies, especially startups, in targeting specific talent pools based on the skills, location, and experience they need.

2. Selection: Choosing the Right Fit

The selection process involves choosing the best candidate from the group of applicants. Dessler (2003) states that selection is about distinguishing between applicants to find and hire those whose skills match the job requirements. Organizations typically follow a multi-stage selection process. This often includes screening applications, conducting phone interviews, holding technical or behavioral rounds, and carrying out final interviews. This method helps remove unsuitable candidates early on, improving hiring efficiency and fitting in with the company culture.

3. Recruitment in Startups

Startups face unique challenges in recruitment that differ from those of larger, established firms. They usually operate with limited resources and need to find employees who are adaptable, self-motivated, and a good cultural fit (Baron & Hannan, 2002). Cardon and Stevens (2004) note that the flexibility and quick responsiveness of startups require hiring processes to be efficient and strategically sound. In startups like Aquavitta, recruitment often combines technology, such as job portals, spreadsheets, and Google tools, with personal judgment to assess both skills and attitudes. Candidates are evaluated not only for their technical abilities but also for how well they align with the company's vision and startup culture.

4. Role of Technology in Recruitment

The digital transformation of HR has changed how recruitment happens. Kapse, Patil & Patil (2012) point out that using e-recruitment tools saves time, cuts recruitment costs, improves the quality of hires, and makes data management easier. Aquavitta's use of Google Sheets, Excel, phone interviews, and flexible online and offline interview options shows this move towards technology-driven recruitment.

5. Importance of Structured Interviewing

According to Schmidt and Hunter (1998), structured interviews are more reliable in predicting job performance than unstructured ones. Therefore, even in startups, using a semi-structured interview format helps maintain consistency, fairness, and

data-driven selection decisions. In Aquavitta's case, the structured process from screening to final interviews makes sure that only the most capable and culturally suitable candidates are hired.

RESEARCH METHODOLOGY

The research methodology describes the approach taken to study and analyze the recruitment and selection process at Aquavitta, a startup in the sustainable hydration industry. This study is mainly descriptive and exploratory. It aims to understand real-time HR practices through direct involvement and observation during a summer internship.

1. Research Design

The study uses a qualitative and practical research design. It combines observational learning, participation, and informal data collection during the internship. The goal is to gain hands-on experience and gather insights from the actual functioning of Aquavitta's recruitment system.

2. Nature of Study

- Qualitative- Based on observations, experiences, and informal discussions with HR professionals and team members.
- Descriptive- Describes how Aquavitta carries out its recruitment and selection process.
- Exploratory- Explores how startups implement recruitment strategies with limited resources and evolving needs.

3. Sources of Data

A. Primary Data

- Direct participation in recruitment activities during the internship.
- Personal observation of interview procedures.
- Involvement in screening calls, interview scheduling, and candidate evaluations.

B. Secondary Data

- Company records of candidate applications in Google Sheets and Excel files.
- Job descriptions posted on Job Hai and LinkedIn.
- HR documents used for recruitment planning and final selection.
- Relevant literature, research papers, and articles on recruitment in startups.

LIMITATIONS OF METHODOLOGY

- The study looks at one organization, Aquavitta. Because of this, the findings may not apply to all startups or industries.
- The focus was mainly on hiring for entry-level and mid-level positions. There was no examination of executive or senior-level recruitment.
- The analysis is limited to the internship duration. As a result, the long-term outcomes for the chosen candidates, such as retention and performance, were not studied.

CHAPTER 2: COMPANY OVERVIEW

COMPANY PROFILE

Aquavitta, a flagship product of Vita Alkali Solutions Pvt. Ltd., stands at the forefront of the market, renowned for its remarkable growth, innovation, and commitment to health and wellness. It's core offering, the Aquavitta Water

Vision: "To become a leader in providing cutting-edge water ionization technology, empowering people to lead healthier lives by offering innovative, eco-friendly solutions for clean and ionized water. We aim to expand our presence across India and beyond."

Mission: "At Aquavitta, we are committed to delivering high-quality water ionizer machines that enhance the well-being of our customers. Through a strong network of distributors, sales associates, and exceptional after-sales support, we strive to exceed customer expectations, promote sustainability, and create long-term value for our stakeholders. Our goal is to foster growth, innovation, and excellence in everything we do."

History and Background of Aquavitta:

Aquavitta was founded with a mission to revolutionize the way people access clean, healthy, and ionized water. Recognizing the growing demand for water purification solutions, the company embarked on a journey to provide advanced water ionization technology that enhances the overall well-being of individuals and families. Aquavitta started with a small team of passionate professionals dedicated to making a difference in the health sector. With a strong focus on innovation, quality, and customer satisfaction, the company quickly grew its footprint in the water purification industry. Leveraging modern research and cutting-edge technology, Aquavitta developed state-of-the-art water ionizer machines that not only purify water but also enhance its alkaline properties, offering numerous health benefits. Over the years, Aquavitta has built a robust network of distributors and sales associates, establishing itself as a trusted brand in the market. Today, the company continues to expand its product range and services, staying true to its vision of empowering individuals with access to clean, ionized water.

With a target of selling 1,000 machines by 31st March 2025, Aquavitta remains committed to achieving its goals while improving lives through innovation and technology.

Overview of the Water Ionizer Industry:

The water ionizer industry is part of the broader water purification and wellness sector, focusing on the growing global demand for clean, healthy, and accessible drinking water. Water ionizers are designed to transform ordinary tap water into ionized, alkaline water, believed to offer various health benefits such as improved hydration, detoxification, and pH balance in the body.

Key Features of Water Ionizers:

- **Alkaline Water Production:** Water ionizers use electrolysis to separate water into alkaline and acidic streams, providing water that is more alkaline, which some believe neutralizes the acidity in the body.
- **Health Benefits:** Advocates of alkaline water claim it can boost the immune system, enhance metabolism, improve digestion, and provide better hydration. This has led to increasing demand among health-conscious consumers.
- **Water Filtration:** Besides ionizing water, these devices also filter out impurities, including chlorine, heavy metals, and other harmful substances, ensuring clean and safe drinking water.

Key Technology: Here's how it works:

- **Water Filtration:** The process begins with water being filtered to remove impurities, contaminants, and chlorine, ensuring clean water enters the ionization chamber.
- **Electrolysis Chamber:** The filtered water flows into the electrolysis chamber, which contains titanium or platinum-coated plates (electrodes). These plates are charged with a direct electric current.

Separation of Ions:

- When the current is applied, it splits the water molecules (H_2O) into hydrogen ions (H^+) and hydroxide ions (OH^-).
- The positively charged hydrogen ions are attracted to the negatively charged cathode, where they gain electrons and form hydrogen gas (H_2) and hydroxide ions (OH^-), creating alkaline water.
- Conversely, the negatively charged hydroxide ions are attracted to the positively charged anode, where they lose electrons and form oxygen gas (O_2) and acidic water.

Alkaline and Acidic Water Output:

- The chamber is divided into two sections, with one side producing alkaline water (rich in OH^- ions) and the other side producing acidic water (rich in H^+ ions).
- The alkaline water is often used for drinking due to its higher pH and potential health benefits, while the acidic water can be used for cleaning, disinfecting, or skin care.

Ionized Water Characteristics:

- Alkaline water contains more antioxidants and is said to help neutralize acid in the body, potentially reducing acid reflux and promoting overall health.
- Acidic water has antiseptic properties and can be used for external applications like cleaning wounds or as a natural disinfectant.

Industry Growth:

- **Rising Awareness:** Over the last decade, public awareness about the importance of maintaining proper pH levels and the benefits of ionized water has driven the growth of the water ionizer market.
- **Health and Wellness Trends:** With the global shift towards healthier lifestyles, the demand for water ionizers has surged, especially among households and wellness centres that prioritize health improvement.

- **Eco-friendly Solution:** Water ionizers are seen as an eco-friendly alternative to bottled alkaline water, contributing to reduced plastic waste and supporting sustainability efforts.

Challenges:

- **Education and Awareness:** While the industry is growing, many consumers are still unfamiliar with the concept of water ionization and its potential benefits, requiring companies to invest in education and marketing.
- **Price Sensitivity:** Water ionizers are often considered premium products, making them less accessible to lower-income households. As more competitors enter the market, companies are focusing on making affordable, quality ionizers available to a wider audience.

Goals:

Aquavitta's key goals reflect its ambitions for growth and market leadership:

Sales Target: Achieve the milestone of selling 1,000 water ionizer machines by 31st March 2025, strengthening its presence in the market.

Expanding Distribution Network: Grow the distributor base across India, ensuring Aquavitta machines are available in key urban and semi-urban areas, while also identifying new channels for sales growth.

Brand Awareness: Increase brand visibility and recognition through strategic marketing campaigns, product demos, and participation in key health and wellness events, such as marathons, hackathons, and doctor's meetings.

Product Innovation: Continuously invest in R&D to improve the features and performance of Aquavitta water ionizer machines, staying ahead of technological advancements in the industry.

Customer Satisfaction: Maintain high customer satisfaction levels by providing excellent customer service, prompt technical support, and ongoing education about the benefits of ionized water.

Sustainability: Promote eco-friendly solutions by reducing the dependency on bottled water, contributing to global efforts to reduce plastic waste and create a greener future.

Departments:

1. Sales Department:

The Sales department is responsible for driving revenue growth by acquiring new customers, managing distributor relationships, and ensuring the successful sale of Aquavitta's water ionizer machines. This team consists of area sales managers, sales executives, and agents who work together to meet sales targets, conduct product demos, and expand Aquavitta's market presence.

2. Marketing Department:

The Marketing department focuses on brand promotion, customer outreach, and developing strategies to position Aquavitta products in the market. Led by the Marketing Head, Debadatta Samantary, this team works on crafting marketing campaigns, organizing promotional events like marathons and health meet-ups, and increasing brand awareness through both online and offline channels. The marketing team plays a crucial role in conveying the unique selling points (USPs) of Aquavitta products to the target audience.

3. Technical Department:

The Technical department ensures the smooth functioning and quality of Aquavitta's IoT-enabled water ionizer machines. This team includes technicians who are responsible for installing, maintaining, and servicing the machines. They also provide product knowledge, technical presentations, and offer after-sales support to ensure customer satisfaction. Their expertise guarantees that Aquavitta's machines deliver on their promise of durability and health benefits.

4. Logistics Department:

The logistics department is in charge of the efficient management of stock, distribution, and the timely delivery of products to distributors and customers. This team ensures that stock records are maintained accurately, oversees the delivery of goods, handles courier

channels, and checks the condition of incoming and outgoing products. They also manage logistics during training programs for new associates, ensuring that materials like leaflets, product catalogues, and demo canopies are adequately stocked and available.

5. Customer Service Department:

The Customer Service department focuses on providing exceptional support to customers, ensuring they receive assistance with product inquiries, maintenance requests, and troubleshooting issues. This team works closely with the technical and sales departments to address customer needs, resolve complaints, and build long-term customer relationships through after-sales services.

PRODUCTS

1. MODEL: AV 4 (₹1,43,200) - It is an advanced water purification device based on electrolysis to separate ions that make it possible to control the acid-base balance of the water. The pH range of 5.5 to 10.5, ORP -300mV to -600mV, anti-oxidant rich alkaline drinking water with acidic water for cleaning use AV-4 provides efficient and plentiful hot water supply at a steady flow rate of 2 litres per minute. It is suitable for everyday household use.

2. MODEL: AV 5 (₹1,50,400) - The domestic water ionizer developed by SLCA is a water treatment device with high performance, which separates ions through electrolysis to achieve effective acid-base balance. It provides 5.5 to 10.5 pH level of water and it also gives -400 mV to -800 mV; this ionized water shows antioxidant effective alkaline water for drinking as well as acid-based cleaning water. Faster output: A flow rate of 2.5 litres per minute leads to a much faster delivery with the AV-5. It is ideal for regular household use.

3. MODEL: AV 7 (₹1,60,300) – It is a high-end water treatment system developed to electrolyse and split ions in order to transform the acidity or alkalinity of water, thereby producing whatever pH levels are required. Provides pH 5.5 to 10.5 which is more

beneficial for environmental purposes, and high Oxidation-Reduction Potential (ORP) at -600 mV to -900 mV delivering powerful antioxidant-rich alkaline water and acidic water. Ensures a faster, efficient and consistent output with 3.0 litres per minute of enhanced water flow rate. It is ideal for households seeking superior water quality.

Unique Selling Points (USP) of Aquavitta Products:

- **Affordable Pricing:** Aquavitta water ionizer machines are priced 40-50% lower than similar products in the market, making them an affordable option for customers seeking advanced water ionization technology.
- **Make in India Initiative:** As part of the "Make in India" campaign, Aquavitta products are manufactured locally, supporting the Indian economy and promoting self-reliance in the water purification industry.
- **Pioneering in Odisha:** Aquavitta is the first water ionizer company based in Odisha, proudly associated with Startup Odisha and registered under the MSME (Micro, Small, and Medium Enterprises) sector, contributing to regional growth and innovation.
- **IoT-Enabled Technology:** The machines come with Internet of Things (IoT) capabilities, allowing users to monitor and control the device remotely, ensuring convenience and advanced functionality.
- **Zero Recurring Costs:** Aquavitta water ionizers are designed with durability and efficiency in mind, requiring no recurring costs for filters or maintenance, making it a long-term, cost-effective solution for households and businesses.
- **5-Year Warranty & 25-Year Guarantee:** Each machine comes with a comprehensive 5-year warranty, along with an industry-leading 25-year guarantee, ensuring customers receive long-lasting value and peace of mind.

INDUSTRY ANALYSIS

Market Outlook:

The water ionizer industry is expected to continue growing in the coming years, driven by increasing health awareness and technological advancements. Companies that prioritize innovation, affordability, and customer education will be well-positioned to capture larger market shares. Aquavitta, with its vision and commitment to quality, is poised to be a key player in this rapidly expanding sector.

Market Positioning:

- Aquavitta positions itself as a premium provider of high-quality water ionizer machines, targeting health-conscious individuals, families, wellness centres, and businesses seeking advanced water purification and ionization solutions. With a focus on innovation, reliability, and superior customer service, Aquavitta aims to differentiate itself from competitors by offering:
- Cutting-Edge Technology: Utilizing the latest advancements in water ionization and purification, Aquavitta machines are designed to provide the highest standards of alkaline water for improved health and wellness through electrolysis Process
- Health Benefits: Aquavitta emphasizes the health benefits of ionized water, such as enhanced hydration, detoxification, and balanced body pH, making its machines a key part of a healthy lifestyle for its customers.
- Eco-Friendly Approach: By encouraging the use of water ionizers instead of bottled water, Aquavitta promotes sustainability and helps reduce plastic waste, appealing to environmentally conscious consumers.
- Comprehensive Support: With a well-established distributor network and an exceptional after-sales service team, Aquavitta ensures that its customers receive not only top-tier products but also continued support.

Porter's Five Forces Analysis of Aquavitta

1. Competitive Rivalry – High Market Landscape: The water ionizer market features many strong international brands like Kangen Water, AlkaViva, Tyent USA, and Life Ionizers, along with emerging manufacturers from India and Asia. **Product Differentiation:** Most competitors provide similar core functions, such as pH adjustment, ORP control, and electrolysis technology. Differentiation mainly relies on brand image, price, and after-sales service. **Price Competition:** International brands usually charge higher prices because of their reputation, while local brands focus on affordability. Aquavitta can position itself as a value-for-money option. **Customer Loyalty:** Some brands, like Kangen, enjoy strong loyalty. However, there is growing skepticism about products driven by multi-level marketing. This gives Aquavitta a chance to attract doubtful customers through transparent marketing and local service support. **Impact on Aquavitta:** The company needs ongoing product innovation, trust-building, and active local marketing to remain competitive.

2. Threat of New Entrants – Medium Barriers to Entry: Starting a water ionizer business requires a moderate investment in manufacturing, research and development, and distribution. However, importing and rebranding foreign-made units is relatively simple, which lowers entry barriers. **Branding Challenges:** New companies need effective marketing to build awareness and overcome skepticism regarding the benefits of alkaline water. **Regulatory Compliance:** Claims about health benefits can draw attention from authorities, serving as a minor barrier. **Impact on Aquavitta:** The company must enhance brand recognition and customer trust before new entrants reduce its market share.

3. Bargaining Power of Suppliers – Low to Medium Component Availability: Electrolysis plates, filters, and electronic parts are widely accessible from suppliers in China, Japan, and Korea. This reduces reliance on a single supplier. **Switching Costs:** Aquavitta can change suppliers if pricing or quality does not meet expectations. **Risk Factors:** Global supply chain issues, like semiconductor shortages or rising import costs, can affect manufacturing expenses. **Impact on Aquavitta:** The company should

maintain multiple supplier relationships and consider partial local sourcing to lessen reliance on imports.

4. Bargaining Power of Buyers – High Information Availability: Customers can easily compare specifications, prices, and reviews online, making them more demanding. **Switching Ease:** Since most brands have similar features, customers can easily move to another brand if they are unhappy with price, service, or features. **Price Sensitivity:** In India, cost is a major factor. High prices can drive consumers toward cheaper alternatives or traditional RO purifiers. **Impact on Aquavitta:** The company must offer competitive pricing, flexible payment options (like EMI), and robust after-sales service to keep customers.

5. Threat of Substitutes – Medium to High Direct Substitutes: RO + UV purifiers, bottled mineral water, and packaged alkaline water. **Consumer Perception:** Many people doubt the scientific backing of alkaline water benefits, leading them to continue using traditional purification methods. **Price Advantage of Substitutes:** RO purifiers are cheaper upfront and have greater market penetration in India.

Partnerships and Collaborations:

- **Distributors and Dealers:** Builds relationships with distributors and dealers who help promote Aquavitta products. Engages with health centres, spas, and fitness outlets to collaborate and display the products on-site.
- **Corporate Wellness Programs:** Partners with corporate wellness programs to promote Aquavitta products as part of a healthy lifestyle for employees, providing machines for office use or health camps.
- **Referrals and Word of Mouth:** Offers existing customers incentives (such as discounts or rewards) for referring new customers. Word-of-mouth marketing being a powerful tool in expanding customer reach.
- **Trade Shows and Expos:** Participates in industry trade shows, expos, and health fairs to showcase Aquavitta products and engaging directly with potential customers.

Qualifying Potential Customers:

- **Identify Needs:**

During initial contact, asking questions to understand the potential customer's needs. For instance, asking about their health concerns, interest in alkaline water, and if they are seeking solutions for improved water quality.

- **Budget Consideration:**

Determining if the customer has a budget that aligns with Aquavitta's product pricing. With Aquavitta's competitive pricing (40-50% lower cost), this is a strong selling point for customers who are seeking value for money.

- **Timeline for Purchase:**

Gauging the urgency or timeline for the customer's purchase. Are they looking to buy immediately, or are they in the research phase? This helps to prioritize follow-ups.

- **Interest in Long-term Value:**

Highlights the long-term value of Aquavitta products (5-year warranty, 25-year guarantee, zero recurring costs) to qualify customers who are looking for sustainable, long-term solutions rather than short-term purchases.

- **Decision Makers:**

Ensuring that they are speaking with the decision-makers or those who have the authority to make the purchase, especially when dealing with businesses, distributors, or corporate clients.

Sales Approach: Steps to engage prospects, demonstrate products, and close sales.

1. Engaging Prospects:

- Engaging prospects is the first step toward building a relationship and creating interest in Aquavitta's products.

- **Initial Outreach:**

Use of various channels such as phone calls, emails, social media, or in-person meetings to initiate contact with prospects. Offers a brief introduction to Aquavitta and its unique selling points, such as the 40-50% lower cost, IoT-enabled technology, and the 5-year warranty with a 25-year guarantee.

- **Active Listening:**

Asking open-ended questions to understand the prospect's needs and pain points related to water quality and health. For example, inquiring if they are concerned about water purity or are interested in the health benefits of alkaline water.

- **Tailored Communication:**

Based on their responses, presenting Aquavitta as the solution to their needs. Emphasizing the relevant benefits, such as cost-effectiveness, no recurring maintenance costs, and the health advantages of ionized water. Showing that they understand their concerns and offer a personalized approach.

- **Build Rapport:**

Sharing testimonials or success stories from other customers to build credibility. Engaging in friendly conversation and keeping the tone positive and informative to develop trust.

2. Demonstrating Products: The product demonstration is the most effective way of showcasing Aquavitta's capabilities and features.

- **Set Up Demos:**

Scheduling a live product demo with the prospect. This is to be done in person at their home or office, at a health event, or virtually through a video demonstration.

- **Highlight Key Features:**

During the demo, focusing on Aquavitta's unique features like IoT connectivity, ease of use, durability, and health benefits. Showing how easy it is to operate the machine and control it remotely via the IoT system.

- **Explain the Benefits:**

Breaking down how the ionizer improves water quality, enhances hydration, and offers long-term health benefits such as detoxification and pH balance. Reinforcing that there are no hidden costs, as the machine requires no recurring maintenance or filter replacements.

- **Answer Questions:**

Addressing any questions or concerns that the prospect may have. Being ready

to explain technical aspects of the machine or comparisons with competitor products. Offers insights into the long-term savings and value the machine provides.

- **Offering Trial Period:**

If applicable, offering a trial period or a demo unit so that the customer can experience the machine firsthand. This increases their confidence in making a purchase decision.

3. Closing the Sale: Once the prospect is convinced, the next step is to turn interest into a sale.

- **Addressing Final Concerns:**

Before closing the deal, addressing any final objections or concerns the prospect may have. These could be related to cost, performance, or long-term maintenance. Offer reassurance by emphasizing the 5-year warranty and 25-year guarantee.

- **Providing a Special Offer:**

If available, offering limited-time discounts (like the current festival offer of 10% off) to create a sense of urgency and encourage immediate purchase.

- **Discussing Payment Options:**

Presenting the different payment options available, whether it's upfront payment or instalment plans. Making the payment process as easy as possible to facilitate a smooth transaction.

- **Confirming the Purchase:**

Once the customer is ready, finalizing the sale by providing a formal quotation and confirming all the details, such as delivery time, warranty coverage, and after-sales support.

- **Follow Up:**

After the sale is closed, follow up is done to confirm the installation and ensure that the customer is satisfied with the product. Offers technical support and invite them to reach out with any questions.

CHAPTER 3: COMPETITOR'S ANALYSIS

Kangen Water (Enagic)- Brand & Business Model Legacy and Recognition: Enagic has been a leader in the water ionizer industry since 1974. It has built a strong reputation over the decades. Kangen products are mainly sold through a multi-level marketing (MLM) model. This setup raises prices to cover commission costs. It often leaves less money for research and development or customer service. The K8 model uses eight platinum-dipped titanium plates, which is fewer than many competitors. That limited plate power can lead to lower molecular hydrogen output. It may also depend on additives like sodium hypochlorite to boost ionization. It uses a single-filter system, which is usually less effective than the dual-filter setups used by other brands. This design results in faster calcium buildup and requires more frequent cleaning. Additional citric acid cartridges are needed. Kangen devices are much more expensive than similar quality alternatives. They offer only a 3–5 year warranty and a short 3-day trial period.

Strategic Takeaways for Aquavitta Capitalize on Direct Distribution: Aquavitta's non-MLM structure may appeal more to cost and credibility-conscious consumers, especially those turned off by Kangen's pricing and commission-heavy model.

Emphasize Sustainable Value: Highlight improved technologies, low maintenance, better warranties, and more accessible service in regional markets. **Build Trust**

Through Transparency: Simple, evidence-based marketing, perhaps with third-party tests or user success stories, can set Aquavitta apart from Kangen's controversial claims.

Leverage Digital and Local Engagement: Encourage demos, online reviews, and educational content to explain water ionization and build credibility.

Kangen Water (Enagic) has a well-known brand, but its MLM pricing, lack of technical upgrades, and doubts about health claims offer opportunities for Aquavitta. By providing clear pricing, better technical features, and marketing that builds trust, Aquavitta can successfully present itself as a modern, reliable, and customer-friendly option.

Feature / Dimension	Kangen (Enagic)	Aquavitta
Business Model	MLM with high commissions and high prices	Direct sales/distribution (focused on regional markets)
Technology & Performance	8 plates, single filter, higher maintenance	Modern design with sleek plates, adjustable ORP, and flow
Pricing & Value	Premium pricing, short warranty, limited trial	Probably more affordable, with varied models (AV4, AV5, AV7)
Customer Trust	Mixed, with skepticism around MLM and its claims	Has a chance to build trust with demos and transparency
After-sales Support	Limited accessibility, yearly servicing needed	Local demos and support likely better in target areas
Brand Appeal	Established heritage but seen as outdated	Modern product messaging with a focus on health

CHAPTER 4: CUSTOMER ANALYSIS

1. Target Customer Segments Aquavitta's main customers can be divided into three key groups:

a) Health-Conscious Urban Households Profile: Middle to upper-middle-income families in cities and tier-2 areas. Age Group: 30 to 55 years, often the decision-makers in their homes. Motivation: They look for long-term health benefits, better hydration, detoxification, and the antioxidant effects of alkaline water. Buying Trigger: Recommendations from friends, family, or health professionals, along with awareness from demos or social media.

b) Wellness & Lifestyle Enthusiasts Profile: Fitness fans, gym-goers, yoga practitioners, and people who follow holistic health practices. Motivation: They believe alkaline water improves their energy levels, recovery, and digestion. Buying Trigger: A willingness to invest in lifestyle improvements and premium wellness products.

c) Commercial & Institutional Buyers Profile: Gyms, spas, wellness centres, corporate offices, cafes, and healthcare facilities. Motivation: They want to offer better water options for their clients or employees and promote themselves as health-conscious businesses. Buying Trigger: The need to stand out, improve customer experience, or match wellness branding.

2. Customer Needs & Expectations **Health Benefits:** Safe, antioxidant-rich alkaline water with adjustable pH for various uses. **Ease of Use:** Simple controls, clear pH settings, and low maintenance. **Affordability:** Competitive pricing with easy payment options for budget-conscious buyers. **Reliability:** Sturdy products with consistent performance and long warranties. **After-Sales Service:** Fast installation, prompt maintenance, and local support. **Proof of Benefits:** Scientific evidence, certifications, and real testimonials to overcome doubts.

3. Buying Behaviour **Information Sources:** Online research (YouTube, brand websites, reviews), social media influencers, wellness blogs, and in-person demos. **Decision-Making Process:** Awareness – Learning about the benefits of alkaline water.

Consideration – Comparing brands like Aquavitta, Kangen, Alka Viva, and RO purifiers. Evaluation – Product demonstrations, checking warranty, pricing, and service. Purchase – Usually after discussing with family or friends. Post-Purchase – Experience-driven word-of-mouth marketing. Price Sensitivity: Moderate to high—customers are willing to pay more for quality but will still compare with options like RO purifiers.

4. Customer Pain Points: Doubt about the claimed health benefits of alkaline water. High upfront cost compared to regular water purifiers. Concerns about maintenance, such as filter changes and cleaning plates. Limited awareness in smaller towns and rural areas.

5. Customer Retention Strategies for Aquavitta: Offer free demos and trials to build trust before sales. Provide affordable maintenance packages to lower long-term costs. Use social proof, including real customer testimonials, video reviews, and endorsements from health experts. Create a loyalty program with discounts on filter replacements and upgrades. Target specific wellness groups like yoga clubs, gyms, and nutritionists for deeper market reach.

CHAPTER 5: RECRUITMENT AND SELECTION PROCESS IN AQUAVITTA

My training journey at Aquavitta gave me a practical understanding of recruitment processes and customer engagement strategies. This allowed me to combine HR functions with real business experience. During my internship, I took part in talent acquisition activities, starting with sourcing resumes from platforms like Job Hai and LinkedIn. I learned how to screen candidates effectively by reviewing CVs, shortlisting profiles based on specific criteria, and conducting initial screening calls to assess their suitability. These calls helped me improve my communication and evaluation skills, while also showing me how HR professionals assess candidate potential beyond just qualifications. As the training moved forward, I coordinated and took part in online and in-person interviews. I made sure to schedule them smoothly, considering both candidate and interviewer availability. This experience taught me the importance of time management, follow-ups, and candidate experience for successful hiring. I also learned to keep structured candidate databases using Google Sheets and Excel, which helped me improve my data organization skills. In addition to recruitment, I interacted with customers, conducting feedback calls to evaluate their satisfaction with Aquavitta's products. This experience enhanced my ability to build rapport with clients, address objections, and systematically document feedback, connecting my HR role with customer relationship management. Throughout the training, I developed important professional skills, including adaptability, attention to detail, and interpersonal communication. I also gained real-world experience in multitasking in a fast-paced business setting. Overall, my internship was a valuable learning experience that equipped me with the technical knowledge and soft skills needed for a career in HR and business operations.

1. Recruitment Process

Aquavitta uses a multi-source recruitment strategy, taking advantage of digital job platforms like Job Hai and LinkedIn, as well as network referrals. The process starts with job postings and resume collection. This is followed by screening calls to assess initial suitability. This method helps reach a wider audience and access a diverse talent pool. However, it still relies heavily on manual shortlisting, which can take a lot of time. Finding: The strategy effectively attracts both active and passive candidates. However, without an ATS (Applicant Tracking System), the process slows down and increases reliance on manual coordination.

2. Selection Process

The selection process consists of several stages: Screening Calls: These assess initial communication skills and understanding of the role. First Round Interviews: These are conducted either online or in person, based on candidate convenience. Final Interview: This focuses on fit for the role, attitude, and long-term commitment. Finding: The structured, tiered approach ensures quality hires by filtering out unsuitable candidates early. However, the evaluation process lacks standardized scoring rubrics. This makes final decisions somewhat subjective.

3. Strengths of Aquavitta's Approach

Flexibility in scheduling interviews improves the candidate experience. Direct HR involvement throughout helps assess cultural fit better. Targeted platforms like Job Hai for blue and grey collar roles, and LinkedIn for white-collar roles, improve sourcing accuracy.

4. Weaknesses & Gaps

There is no centralized database for candidate profiles. This causes duplication and follow-up challenges. The use of psychometric or skill-based tests is limited, relying mainly on interviews. Time-to-hire can extend due to manual processes and back-and-forth scheduling.

Challenges Faced During My Training at Aquavitta

Working in a small startup provided valuable exposure, but it also came with specific challenges that tested my ability to adapt and solve problems. The company's low sales and hiring success pointed out several operational weaknesses that affected my work. One major challenge was the lack of structured recruitment systems. Without an Applicant Tracking System (ATS) or standardized candidate evaluation forms, most hiring tasks were handled manually. This led to slow processing times, duplicated efforts, and inconsistent selection decisions. Another issue was the low brand recognition in the market. Many candidates and customers did not know about Aquavitta, which made it tougher to attract qualified applicants and spark genuine interest. This often required me to spend extra time explaining the brand's value before moving on to interviews or sales talks. The startup also faced resource limits in both manpower and technology. A small team meant I had to manage multiple roles, from sourcing candidates to conducting interviews and following up with customers, often with little guidance or support. While this helped me improve my multitasking skills, it also created workload pressure and slowed down task execution. Additionally, high turnover and a lack of strategies for long-term employee retention led to a constant recruitment cycle, decreasing the focus on improving quality. The absence of formal training for new hires made it less likely they would stay long-term, which affected both productivity and morale. In summary, while these challenges revealed the weaknesses of working in a small startup with limited resources, they also pushed me to think differently, build resilience, and find practical solutions under pressure.

CHAPTER 6: FINDINGS, CONCLUSIONS AND SUGGESTIONS

Findings

- Digital Platforms are crucial for startups: Posting jobs on Job Hai and LinkedIn proved to be very effective in attracting a diverse group of candidates. For a startup like Aquavitta, digital platforms provided a cost-effective and far-reaching way to source talent.
- Structured Multi-Stage Selection Adds Value: The multi-step process, which includes resume screening, phone interviews, online or personal interviews, and final selection, helped filter out unsuitable candidates early and ensured that only the best-fit applicants moved on to the final stage.
- Cultural Fit Matters as Much as Skills: Aquavitta focused on technical skills as well as attitude, adaptability, and team spirit. This highlighted how important cultural fit is in startups where teamwork and flexibility are key.
- Flexibility Improves Candidate Experience: Offering both online and in-person interview options made the process easier for candidates. It also allowed Aquavitta to reach a broader talent pool without geographical barriers.
- Active HR Involvement Builds Strong Employer Branding: The HR team's ongoing interaction with candidates, from screening calls to final onboarding, created a positive impression of the organization and improved Aquavitta's employer image.
- Recruitment Directly Impacts Customer Satisfaction: By hiring the right people for marketing, sales, and PRE roles, Aquavitta ensured that employees supported its customer-first approach, which strengthened client relationships and satisfaction.
- Startups Face Unique Hiring Challenges: Unlike large companies, Aquavitta had to manage limited resources while attracting high-quality talent. This called for innovation, agility, and careful selection to avoid costly hiring mistakes.

SWOT Analysis

Strengths

- Multi-channel sourcing, including Job Hai, LinkedIn, and referrals, ensures a wide candidate reach.
- Flexible interview scheduling improves the candidate experience.
- Direct HR involvement enhances the assessment of cultural fit.
- Role-specific sourcing platforms improve the quality of applications.

Weaknesses

- There is no ATS, which leads to slower processing and data duplication.
- The absence of standardized evaluation rubrics causes subjectivity in selection.
- Over-reliance on manual processes increases the time to hire.
- The lack of psychometric or skills-based testing limits objective evaluation.

Opportunities

- Implementing recruitment technology, such as ATS and automated scheduling, can speed up hiring.
- Introducing skill tests and structured scoring can reduce bias and improve decision quality.
- Expanding employer branding through social media can attract quality candidates.

Threats

- Competitors with faster, tech-enabled recruitment may attract top talent.
- High turnover rates in the industry can increase recruitment costs and workload.
- A talent shortage in niche roles can prolong hiring cycles.

Conclusions

My internship at Aquavitta gave me real experience in a small-scale startup. I worked directly on recruitment, candidate screening, interview coordination, and collecting customer feedback. This helped me develop both technical and interpersonal skills. However, I also noticed some weaknesses, like disorganized HR processes, low brand visibility, limited resources, and high turnover rates. Although these challenges often made my work tough, they taught me how to adapt, stay resilient, and manage multiple tasks under pressure. I learned how startups operate with few resources and how important it is to have clear processes, effective market positioning, and strong team coordination for lasting growth. Overall, the internship improved my problem-solving skills and gave me a better understanding of how human resource practices affect organizational success.

Suggestions

- Implement a Structured Recruitment Process Introduce an Applicant Tracking System (ATS) or a simple digital hiring tool to cut down on duplication, track candidate progress, and ensure standard evaluations.
- Strengthen Employer Branding Build a strong online presence through social media, LinkedIn employer branding, and success stories. This will help attract better talent and gain market trust.
- Improve Employee Retention Strategies Offer onboarding training programs, career development plans, and basic incentives to lower turnover and improve productivity.
- Allocate Resources Efficiently Focus investments on key operational areas like hiring tools, CRM software, and marketing, rather than spreading resources too thin.

- Focus on Quality Over Quantity in Hiring Target specific, relevant talent pools instead of doing mass outreach. This will improve the conversion rate and long-term fit of employees.
- Enhance Team Collaboration and Communication Regular team meetings, clear role definitions, and internal feedback systems can reduce confusion and improve coordination.

Overall Analysis

Aquavitta's recruitment and selection process works well for its current scale, but it is not yet set up for rapid growth. The company relies on personalized HR engagement, which is good for cultural alignment, but it needs technological upgrades like an ATS and automated scheduling tools to manage larger numbers of applicants more efficiently. Implementing objective evaluation tools, such as competency tests and standardized scoring sheets, can improve fairness, reduce bias, and speed up decision-making.

CHAPTER 7: BIBLIOGRAPHY

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