



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

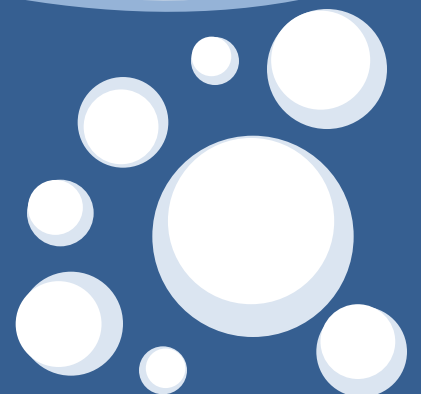


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SUMMER INTERNSHIP REPORT 2021



Estd. 1999

Biju Patnaik Institute

of Information Technology & Management Studies

A
PROJECT REPORT
ON

DR. VARUN AGARWAL

BY
GURAPA SWETHA
UNDER THE GUIDANCE OF
Mr. VARUN AGARWAL
SUBMITTED TO

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

YEAR 2020-2022,
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DECLARATION

This is to certify that Research study entitled “**Organization Study of Wocially**” is prepared by **Ms. GURAPASWETHA** under guidance and supervision of **Mr. VARUN AGARWAL** during Academic session of 2020-2022 as partial fulfilment of M.B.A from **BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY** Bhubaneswar, Odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

GURAPA SWETHA

BPUT REGD. NO 2006258093



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CERTIFICATE

This is to certify that **Ms. GURAPA SWETHA**, pursuing MBA (2020-2022) from BIITM, Bhubaneswar bearing Regd.No.2006258093 has successfully completed his dissertation report on “**Organization Study of Wocially**” under my guidance for partial fulfilment of his **Master in Business Administration** for the session (2020-2022).

Mr. VARUN AGARWAL

(Associate Professor-Marketing)

Place: Bhubaneswar

Date:



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Certificate

Of Completion Internship

This Certificate is Proudly Presented to

Ms. GURAPA SWETHA

High Five for successfully completing Business Development Internship
From 3rd June 2021 to 3rd August 2021

We sincerely appreciate your efforts and Contribution during the project,
you'll always remain special to us #wociallyintern

8/8/2021

DATE



Jatinthawani

SIGNATURE



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Acknowledgement

I take this opportunity to express my sincere gratitude to the following people without whose help and guidance the successful completion of my project work would have not been possible.

I extend my heartfelt thanks to our Corporate Guide **Mr. PRASANTH SHRINGI** for the constant and valuable guidance throughout.

I would like to take the pleasure of this opportunity to express my heartfelt gratitude to my guide **Mr. VARUN AGARWAL** who gave her valuable suggestions throughout my project.

Finally, I thank all my faculty members, my parents and friends for moral support and good wishes who have directly or indirectly have contributed towards my project, I am very much indebted to them.



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Executive Summary

As a part of my Summer Internship Program, I have undertaken research for Wocially India's Social Commerce Platform to know what is the Organization study of Wocially. Analysis part includes the detailed analysis of the whole data collected during the project. Analysis is done after considering each and every question of the questionnaire and based on that graphs and tables are drawn ultimately helped to draw the final conclusion of the project. The questionnaire designed for collecting the data is attached with this report which is questionnaire for manufacturer is structured and it gives the essential information required for the further research. On the basis of collected information from the consumers, it was easy to identify the problems and solutions.

I hope that the information incorporated in this project report would be appreciated as I have put in my efforts in leaving no stone unturned as I consider it to be true, fair and relevant in its content and context to the best of my knowledge and ability.



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Chapter 1

INTRODUCTION

INTRODUCTION OF THE STUDY: Organizational Functioning is an important factor for any Organization to achieve the desired goals and Objectives. This requires Co-ordination at all levels to smooth functioning.

This was a great opportunity to get the first-hand information and understand the functioning of the various departments. I did my Organization Study at WOCIALLY. It was a great learning experience as it is quite necessary for all the management students. The main purpose of doing the organization study was to study the various departments of the organization and understand their basic functions, their purpose, achievements, competitors and the mission and vision of the company and their progress towards that. All general information we get in course is all book knowledge, on which we entirely cannot depend. It is very important to observe the actual working of an organization and the overall structure of an organization. The actual professionalism can be studied only through experience.

CONCEPT OF ORGANIZATION: -

Organization is the process of; 1. Identifying and grouping the work to be performed 2. Defining and delegating responsibility and authority 3. Establishing the relationship for the purpose of enabling people to work efficiently together in accomplishing objectives.

PRINCIPLES OF ORGANIZATION: -

Principle means the theoretical basis on which something is built up. The theoretical basis is formulated from fundamental truth. Some of the important principles to be followed for developing sound and efficient organizations are: •

- Principle of unity of objective.
- Principle of specification
- Principle of co-ordination.
- Principle of unity of command.
- Principle of span of control.
- Principle of exception.
- Principle of flexibility.
- Principle of simplicity.
- Principle of communication.
- Principle of efficiency.

Organizational studies deal with the analysis of how people prepare organizational structures, practices, and processes and how all these create social relations and institutions which have an impact on people. Organizational studies include different fields which deal with the different spheres of the organizations. Organizational change is the base of the study. Historical trends and theories are also included in the study to show the relation between the traditional, present and future of the organizational structures, practices, and processes.

SCOPE

- The study focusses on the overall structure of the organization. In this study, the researcher analyzed the overall functioning of the firm and also the financial performance of the enterprise. The researcher made a moderate attempt to have the SWOT analysis of the study.

OBJECTIVE

- To get the right person as per the client's requirements.
- To connect the vendors and the suppliers as per their individual requirement.

- To create more awareness about the company.

RESEARCH METHODOLOGY

- **Primary data:** Primary data were collected from discussions with the Managerial head of the various departments.
- **Secondary data:** The data was gathered through sources like company website and taken from the data which have been provided on internship program.
- **Sampling Technique:** Random sampling was used to take the responses of the employees without any bias like gender, age, income etc.
- **Sampling Size:** 25 respondents have been selected size for research.
- **Tool used for analysis:** The tool used for analysing the project report was simple percentage analysis.

RESEARCH LIMITATIONS

- There were difficulties in obtaining data from managers due to their busy work schedule.
- An in-depth study of the company could not be carried out due to shortage of time
- The reliability of data used for study is largely depends upon the companies reports and the information given by the managers.
- The company has the limitation to disclose their financial details, so a detailed analysis of financial performance of the company is not possible.

Chapter 2 PROFILE **(INDUSTRY/COMPANY)**

INDUSTRY PROFILE

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

More succinctly, social commerce is the use of social networks in the context of e-commerce transactions.

Social commerce aims to assist companies in achieving the following purposes. Firstly, social commerce helps companies engage customers with their brands according to the customers social behavior. Secondly, it provides an incentive for customers to return to their website. Thirdly, it provides customers with the platform to talk about their brand on their website. Fourthly, it provides all the information customers need to research, compare, and ultimately choose you over competitor, thus purchasing from you and not others.

Today, the range of social commerce has been the expanded to include social media tools and content of e-commerce, especially in the fashion industry. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social- applications and social advertising. Technologies such as Augmented Reality have also been integrated with social commerce, allowing shoppers to visualize apparel items on themselves and solicit feedback through social media tools.

Some academic have sought to distinguish “social commerce” from “social shopping”, with the former being referred to as collaborative networks of online vendors, the latter, the collaborative activity of online shoppers.

Social Commerce has become a broad term encapsulating a lot of different technologies. It can be categorized as Offsite and Onsite social commerce.

Onsite

Onsite social commerce refers to retailers including social sharing and other social functionally on their website. Some notable examples include Zazzle which enables users to share their purchases, Macy’s which allows users to create a poll to find the right product, and Onsite user reviews are also considered a part of social commerce. This approach has been successful in improving customer engagement, conversion and word-of-mouth branding according to several industry sources.

Offsite

Offsite social commerce includes activities that happen outside of the retailer’s website. These may include facebook storefronts, posting products on facebook, Twitter, Pinterest and other social networks, advertisement etc. However, many large brands seem to be abandoning that approach.

Social commerce was probably always going to a significant force. Its popularity has gradually been increasing over the last few years. However, history will show that the Coronavirus of 2020 had a major impact, speeding up social commerce's popularity and usage.

As with most types of inbound marketing, firms have begun to develop tools and platforms to make social commerce easier for both buyers and sellers. These provide solutions to brands looking for ways to make social promotions and sell through social media. The social commerce platforms also make the social shopping experience more user-friendly and palatable for consumers.

There are quite a few benefits for firms engaging in social commerce. For a start, social commerce provides a ready-made audience for brands wanting consistent audience growth. Each day, new users join Facebook, Instagram, Toktok, and other social networks. Each new user becomes a potential new customer for brands engaging in social commerce. Sure, to be valuable, the "clients" need to be relevant to the firm – new teenagers joining TikTok are hardly likely to benefit sellers of stairlifts, for instance – however, brands are still likely to encounter potential new clients every day.

Brand engagement on social media is proven to help search rankings too. Even if you sell directly within a social site, some of these people will follow through to your website to look at your products and other items you stock. Google will take note of this additional traffic and is likely to adjust its search rankings accordingly.

Social commerce encourages communication with potential customers. Social media is two-way, so you have the opportunity for feedback from your customers. Social media word of mouth can also increase your contact with new people. Social commerce helps you build new relationships with people that you can continue to cultivate and improve over time. Happy customers are likely to make further purchases.

Unlike most of the other platform types we cover, there is no consistent definition of what a social platform is and what kind of services it offers. Probably the best way to look at a social platform is being a tool that enables social commerce to occur. While we include some of the leading social networks in this list, they aren't social commerce platforms in their entirety. Instead, they now incorporate social commerce elements that allow social selling to occur, often without people having to leave their app. Some have effectively become self-contained marketplaces.

Of course, social commerce is more than just buying and selling. It encapsulates the entire sales process – from research through to after-sales service. That means it includes activities such as brands communicating with customers via Facebook Messenger as much as it does enable the use of Buy Now buttons directly on sales posts.

You might notice the absence of Twitter from this list, which is somewhat ironic because it was the first major social network to trial social commerce capabilities. Between 2014 and 2017, Twitter let some brands add a Buy button to their posts, allowing direct selling from tweets. However, in 2017 Twitter decided social commerce wasn't for them, and they moved away from the idea. Perhaps they were just too ahead of their time.

Social commerce is the buying and selling of goods or services directly within a social media platform. This model moves social media beyond its traditional role in the discovery process by encouraging users to complete the entire purchase process without leaving their preferred apps.

How Social Commerce Began:

In the article "[Social Commerce: A New Electronic Commerce](#)," Yao Zhong said the concept of consumer marketing promotions online first appeared on the internet in November 2005 in Yahoo! The site promoted their "Shoposphere pick lists," which highlighted the most popular products. The notion of social commerce developed further to engage online shoppers by offering reliable advice and support from online experts regarding their purchases.

COMPANY PROFILE

Introduction

Wocially is the India's social commerce platform where user can do multiple things like video, Marketplace, jobs and etc. They are introducing an Exclusive Social and Commerce Platform For all our Lovely Indian. Where you can Share, Discover, earn multiple things in a single Platform like Photos, Video, News and Blogs, Marketplace, Games, Video call and Chat, Jobs, Events, 3rd Party Ecommerce, Business Directory, Funding, Movies, Offers and Many more.

Vision: Wocially want

To be recognised as one of the most representative and effective leading global organizations engaged in the promotion of small and medium Enterprises (SMEs)

Mission:

Mission is to help create an enabling business environment either directly or indirectly for sustainable development of SMEs worldwide

Growth of Company Year on Year

2021-2022 = Penetrate on Tier 3 Cities, Market capture in B2B provider

2022-2023 = Automatic Process to B2B Manufacturing, Wholesaler, Services Provider where one can get the business

2.2 Service Basket:

Digital Marketing service

Digital services are one of the core businesses of the company. The Company made a unique social media platform when all customers share her requirement and share pictures of different products.

Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives, audience engagement, etc.

Automatic software management service:

The main aim of this IT services is to reduce the internal cost of the company/ firms. IT services refer to the application and business and technical expertise to enable organizations in the creation, management, and optimization of or access to and business processes.

Human Resources Management Service:

The firm's services include HR Advisory, HR Outsourcing, HRMS tool, HR Audit, Talent Acquisition, Employee Learning, Compensation Benchmarking, Payroll management & statutory compliance.



Product Profile:

Wocially is a social commerce platform in which features are emerging across a number of platforms, creating new opportunities for brands big and small. The COVID-19 pandemic put further strain on brick-and-mortar businesses. Now executives are all in on digital transformation.

Social commerce is the buying and selling of goods or services directly within a social media platform. This model moves social media beyond its traditional role in the discovery process by encouraging users to complete the entire purchase process without leaving their preferred apps.

Executives overwhelmingly agree that social commerce is driving an increasing portion of their company's marketing driven revenue, according to State of Social Media Investment report. Bout eight in 10 expect to be selling their products or services via social within the next three years.

Difference between social commerce and ecommerce

Ecommerce broadly encompasses the process of buying and selling goods online. The model is convenient, but it's far from perfect. Over 50% of all internet traffic is from mobile devices, and mobile users have much higher cart abandonment rate than desktop users. As buyers move to the small screen for everyday purchases, streamlining your checkout process is key.

This is where social commerce comes into play. It removes the drop-off points that can result in abandoned transactions.

Key benefits of social commerce

Get in front of more potential customers

Traditional brand loyalties are wavering as people buy more online. Among three-quarters of U.S. consumers who changed their shopping behavior since the start of the pandemic, 40% have switched their brand preferences to better suit their digital shopping habits. And with over 50% of consumers learning about new brands on social media, now is the time to start rethinking your profile experience.

You only get one first impression. When it comes to brand reputation, the buying experience is just as important as the product itself. Social commerce features streamline that first purchase, creating a winning customer experience that people want to repeat.

Convert customers where they are

Social media usage is booming. A majority of consumers say that their usage has increased over the past year, and many expect a continued rise over the next three years. To meet your customers where they are, you should aim to offer more opportunities for engagement on social media.

Social commerce features create a natural next step for customers who already love your awareness content. Removing a step in your buying process can reduce friction in your sales funnel, capturing revenue that might have been lost if a buyer did not follow through on a redirect.

Increase reviews and recommendations

If your business is new to selling online, your social media accounts are the perfect place to begin establishing much needed social proof. When shopping online, your buyers can't necessarily test or try on your product. Reviews can be the key to making an educated purchase decision.

Managing your end-to-end customer journey on social media creates a positive feedback loop that impacts your bottom line. Your social content attracts new followers into your funnel, but offering social commerce gives them a chance to purchase and leave reviews in one centralized location. As your engagement continues to grow, social media algorithms will deem your content relevant to even more potential customers.

Gather useful data on your customer's social habits:

Social commerce features give you direct access to your customer's social profiles. Savvy sellers can use this information to confirm existing voice of customer research against real examples.

FUNCTION UNITS

A functional organizational structure is composed by project team members allocated according to the different functional units of an organization.

A typical organization has different functional units, such as the Human Resources, Finance and accounting, Marketing, Sales, IT, etc.

Each unit is managed by a functional manager who reports to the strategic direction of the organization.

In a large organization, the heads of the individual functional units may have other operational managers working under them and reporting directly to them. The larger the organization, the more levels it will have the functional unit.

. 4.1 HUMAN RESOURCES (HR)

Human Resources is managed by Mr. Prashant Shringi, recruiting people into the company. However, there's actually a lot to Human Resources than just filling in the headcount. They have to make sure that the people they recruit have the right skills, experience, and qualifications based on what the company needs.

Aside from recruitment and staffing, HR is also in-charge of major areas like compensation and benefits, training and learning, labor and employee relations and organizations development. And since the success of any organization lies in its people, Human Resources is considered as the most critical asset of a company.

In virtually Human Resources (HR) is the division of a business that is charged with finding, screening, recruiting, and training job applicants, as well as administering employee-benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees. Additional human resources responsibilities include compensation and benefits, recruit, firing, and keeping up to date with any laws that may affect the company and its employees. Some of the HR responsibilities include in virtually are

Relationship Building and Management

Relationship management is a strategy in which an organization maintains an ongoing level of engagement with its audience. This management can occur between a business and its customers (business to customer [B2C]) or between a business and other businesses (business to business [B2B]). Relationship management aims to create a partnership between an organization and its patrons, instead of viewing the relationship as merely transactional.

A business may hire a relationship manager to oversee relationship building or it may combine this function with another marketing or human resources role. Building a relationship with clients yields rewards for all parties. Consumers who feel that a company is responsive to their needs likely will continue to use that company's products and services.

A company's reputation for responsiveness and generous post sales involvement can often stimulate new sales. Maintaining communication with consumers lets a company identify potential problems before they come to a costly head.

Understanding the Types of Hiring

There are many different types of recruitment methods that organization use to attract the best staff. Not every job has the same recruitment, and each company has different needs. That means employers have to use hiring tactics that will match their environment and appeal to be the candidates they're looking for.

Types of employees

If you choose to hire someone as an employee, you can hire them in the following ways:

Permanent or fixed term (Full-time or part-time)

Casual

Interns or trainee

Full-time or part-time employees

A full-time employee works a full work week, which is 38 hours on average. Full-timers usually work standard days - for example, Monday to Friday 9am to 5pm.

A part-time employee works regular set hours but less than 38 hours - for example, Wednesday to Friday 11am to 1pm. Some awards require an employer to roster a part-time employee for a minimum of 3 consecutive hours on any shift.

Casual employees

Casual employment offers a flexible hiring option for both the employer and employee. Casual employees are often used in workplaces with shorty or irregular periods of work, but can also work in long-term management.

Casual employees:

- Can be asked to work at short notice
- Have no guarantee of regular hours
- Are not entitled to annual leave, personal leave, or paid carers leave
- Can be terminated without notice Unless covered by an agreement or contract that specifies otherwise

Casual employees are paid a casual loading of at least 20% to 25% on top of their base rate of pay. This is to compensate them for not receiving paid leave, guaranteed work and other entitlement given to full-time and part-time staff. The amount of loading depends on the agreement or award.

Some awards require casual to be paid for minimum of 3 or 4 hours of work per shift.

Interns and trainee employees

The employer provides training and the apprentice learns the occupation or trade. At the end of the training, the apprentice gains a nationally recognised qualification.

Interns can:

- Be employed in a full-time or part-time basis
- Be of any age
- Already hold a qualification
- Training can be totally on the job or a combination of on and off the job programs.

Interns are usually entitled to the same superannuation, workers compensation and other employee requirement. An intern wage varies depending on qualification, type of training, and industry.

Decision on Hiring

The best way to make the right hiring decision is to put in the time upfront thinking through the job description and common traits of successful team members as well as defining the company culture before the position is even advertised. It takes effort to find the right candidate.

Here are some steps that can lead to the right candidate.

- Review the job Description
- Carefully consider Resumes
- Interview with intention
- Parse out two Equal Candidates
- Employee Engagement

HR should take ownership of employee engagement initiatives and hold teams accountable.

This team is behind the scenes making sure everything runs smoothly. Depend on HR to:

- Select the right employee engagement partner
- Implement tools and processes
- Support and develop managers
- Manage day-to-day needs and happenings related to engagement efforts

Units in HR division:

There are three units in Human Resources Division

1. HR staffing

2. HR operation

3. Training and Development

1. HR staffing: The staffing process putting the right people in the right positions at the right times is one of the most critical tasks any organization faces. The quality of the work performed can be only as high as the capabilities of the people performing it.

Three officers are working in HR staffing unit. They perform the following activities

I. Recruitment

II. Selection

III. Leave management

IV. Personal profile Management

Recruitment: Recruitment is the process by which a firm finds its employees 1, are perhaps the most critical tasks any organization faces. Without the right people, no firms can function effectively. For a recruitment program to be successful, managers should 16 co-operate with human resources staff to define needs and predict vacancies

This recruiting may be done by internal or external.

Types of Recruitment:

There are two types of recruitment in this organization. They are:

1. Internal Recruitment

2. External Recruitment

For internal Recruitment the principal methods are-

- Job posting
- Use of computerized skills inventories
- Referrals from other departments

For External Recruitment: Organization rely on-

- Advertisement
- Public or private placement agencies
- Field recruiting
- Including campus recruiting point of Recruitment

There are two level of recruitment.

1. Entry level

2. Lateral entry (Recruitment of experienced person)

Entry level: There are two entry-level posts for recruiting fresh graduates and postgraduates.

These are:

Probationary officer Level

Trainee Assistant Officer (TAO) Level

Probationary Officer: Probationary officers are confirmed as officer after successful completion of one year probation period. Probationary Officers are recruited through competitive written exam that is taken by IAS. After taking exam top scorers are invited to appear the 17 interview of management committee. After appearing the interview, they have to face an interview in front of Board of Directors.

For recruiting Probationary Officers advertisement are given in daily newspaper and web site also. Only online applications are acceptable for Probationary Officers (PO). They have to apply through bdjobs.com. bobos supply the database of CVs or resume to Alliance Capital. HR team then short lists the resume of the candidates. Only the short-listed candidates are invited for appearing the written exam. Short listing criteria are given in the circulars. There are some subjects, which are preferred for short listing.

These subjects are:

MBA (Major in Accounting, finance, Marketing, HRM, MIS etc)

- English

- Statistics
- Economics
- Mathematics
- CSE

Developmental studies

Trainee Assistant Officer (TAO) Level: TAOs are confirmed as assistant Officer (AO). TAOs are recruiting from walking CVs. Usually, one written exam is managed by the management has taken for recruiting TAOs followed by on Viva.

Lateral entry (recruitment of experienced period):

There are recruitments for the experienced in asset management or brokerage sector, which is called lateral entry. Length of service, job responsibilities, revolutionary background etc. is taken into consideration for the lateral entry.

Selection: The critical criteria in this regard are job relatedness, reliability, and viability. For selection of candidates following things are considered

- appearance
- attitudes
- knowledge
- personal ability & mental ability
- communication skills
- job knowledge

2.HR Operation:

HR operations unit mainly work in a area of short term and long term benefits of employees like salary, bonus, provident fund, gratuity, super annulations fund, etc.

- monthly salary disbursement
- preparation and disbursement of festival bonus and performance bonus
- employee's final statement.
- submission of various salary related MIS report to the management & regulatory bodies.
- work as system admin in HR department
- assist in appraisal management.
- investment with the gratuity and PF fund
- employee Tax processing, etc.

3. Training and development

Employee training and development is a broad term that encompasses a wide range of industries, skills sets and training. It includes the hard, technical skills needed to perform specific tasks.

Employee orientation: employee orientation provides new employee with the basic background information they need to perform their jobs satisfaction. Companies arrange an orientation program for the employees. In an orientation program the employees should feel-welcome

- understand the organization in a broad sense
- be clear about the what the firm expects in terms of work and behavior
- begin the process of socialization

Employee Training: There is some process, method and techniques of employee training. A company follows the all the steps of training to provide the employees a good look on their work.

Career Development:

The career development stage is given below.

Pre transition: Is simply looking for a job and preparing oneself for a career.

Transition: An individual is already having a job and developing oneself for future career or moving to another career.

Preferred area: An individual prefers a specific sector of the career.

Early stage: First 1-5 years of career is called Early career.

Mid- career: 5-20 years after the career starts.

Late career: Late career starts after 20 years of job life.

Retirement: And finally, after completing the stage of career and individual decides to retire.

4.2 MARKETING AND ADVERTISING

Marketing and advertising department is managed by MS. Neha Sharma take care of developing product packaging, pricing as well as creative materials for the company's target customers.

To do this, the department may Carry out research and do surveys to have a better understanding of what customers need.

A business needs to have customers to grow, and for you to gain customers, you need to have effective Marketing and advertising strategy set in place. This is where the Marketing and advertising department comes in. This business department plays a vital role not only in promoting your business as well as its mission and vision.

Depending on your company, the responsibilities of the marketing and advertising department may also include one more of the following:

- Defining and managing your brand
- social and management and monitoring
- content creation for your website
- servicing as media liaison

- producing internal marketing communications for your employees

A marketing department promotes the business and drives sales of its products and services. It provides the necessary research to identify your target customers and other audience.

Connecting customers to products

A functional marketing department implements customer relationship management functions to track and predict what customers want in their products. It connects the customer to the product with hard data as well as emotional, qualitative information that can help product designers differentiate your products from those of a competitor. This information also helps marketing promotions by highlighting these differences in marketing materials. A marketing department sets prices for products that recoup development and promotional costs while generating revenue for the company.

Promotions and PR

Marketing department carry out promotion strategies for products and services , and some may also incorporate promotional activities such as public relations for business as a whole. The promotions staff assists the sales force with sales promotions offer public relations support for product launches, trade shows and other events; purchases advertising that illustrates product benefits and features; and pitches the product to media outlets. promotions activities range from creating awareness of the product to persuading customers to try and then buy the product.

New Business Department

Marketing works closely with sales in generating new business. Employee entice prospects to engage with your company in some way, even if it's just visiting the website, and then uses incentives to get customers to continue thinking about the product so that the sales team can convince them to buy the product. This is called generating leads. Not every lead turn into a paying customer, so business development is ongoing.

It can also include identifying new markets for existing products or discovering a need that current customers have for a modified version of an existing product.

Digital marketing

Digital marketing is the component of Marketing the utilizes internet and online based digital technology such as desktop computers. Mobile phones and other digital media and platforms to promote products and services. Wocially aggressively works on digital marketing. Some of the duties of digital marketing are

• search engine optimization (SEO)

The ultimate goal of SEO is to increase the number of website visitors by ranking highly in Google (or other search engine) SERPs (search engine results page) for certain target keywords. Add to this the fact that SEO is the least expensive of the marketing techniques listed here while also yielding long term, sustainable results, and you just cannot afford to ignore it.

• social media marketing

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with the way to engage with existing customers and

reach new whilst allowing them to provide their desired culture, mission, or tone. social media marketing has purpose-built data analytics tools that allow Marketers to track the success of their efforts

Email marketing

Email marketing is significantly cheaper and faster than traditional main, mainly because with email, most of the cost falls on the recipients. sending a commercial message , typically to a group of people, using email. Design an email campaign that stands out and monitor its opening rate, click through rate,etc

- **mobile marketing**

Sending marketing message through SMS and push the notification is a time tested way of getting the recipients attention, especially since more than 90% of such messages are opened right after receiving them. This,coupled with the Mobile search and social ads is a powerful wat of influencing a customer.

- **affiliate marketing**

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience "afflictetes" to earn a commission by recommend the product to others. At the same time, it Makes it possible for affiliates to earn money on product sales without creating products of their own.

SALES

In general business operation sales refer to any transaction where money or value is exchange for the ownership of a good or entitlement to a service. In an accounting context sale refers to accompany revenue craned from the sales of products or services net sales.

4.3 INFORMATION TECHNOLOGY

Information Technology is managed by Mr. jathin thawani

Their main tasks include:

- providing various forms of support so employee can make the most effective use of IT resources thar are relevant to the business
- managing information security to protect the IT infrastructure and corporate data form viruses, cybercriminals and other threats.
- Data management which includes the collection, storage, and distribution of data to employees who need to assess them
- Development and operation of the network to support effective communication and collaboration with in the company
- website maintenance

An IT (information technology) is the department with in company that is charged with establish, monitoring and maintaining information technology systems and services.

At an even more basic level, by implementing the governance for the use of the network and operating system, the IT department enable the company's employees to communicate, collaborate and automate routine tasks. And generally, provide teams with the functionality they need to perform their duties.

Application department

The main role of the IT department is creating wocially application that serve its core business needs. The right application allows business to be innovative more productive, efficient and to move ahead of its competitors. In many ways this makes the IT department crucial in driving a business forward.

The work necessary to create the application that can set a business apart from the others requires an IT department with programming analysis interface designers, database administrator, testers and other professionals.

Company website

The IT department is at least partially responsible for creating and maintaining the company's website. while the contact and design of the site May be handled by another department often marketing. IT typically creates the code and works with other departments to rest the site for usability.

Technical support

The IT department provides this service for all the users who need access to the company's computer system. This might entail installing new software or hardware, repairing hardware that has become faulty, training employees in the use of new software, and troubleshooting problems with the system or with an individual's computer.

It's apparent that not all the IT department does is apparent- it creates and maintains many systems that go unseen or get taken for granted by employees, creates emergency response plans to protect the business from unforeseen problems and constantly works to improve the entire company's ability to function efficiency. moreover, wocially uses CRM to store the database.

CRM (customer relationship management)

Customer relationship management (CRM) refers to the technology, practices, and strategies used by organization for interacting and managing their current and potential customers.

It also involves analyzing customer interactions throughout the the customer lifecycle's is focused on enhancing customer service, improving business relationship, profitability, aiding in customer retention and driving sales growth CRM collects and consolidates customer data from various channels. The needed information for analysis is extracted from the company's website, live chat, direct mail, telephone, social media platforms, marketing materials and from other sources.

SWOT Analysis of Wocially

The idea behind SWOT is simple: for every campaign or project, marketers analyse their strategies based on four specific quadrants (strengths, weaknesses, opportunities, and threats)

Strengths: -

- Young people are more used to social media platforms compare to 90 or 2000.
- Used of social media, we easy to create awareness about our product.
- Company/firm mire depend on the digital marketing.
- Socially have own social media platform so it's great for wocially.

Weakness: -

- So much competition is in the market, so it is very defective to gain market share.
- Due to privacy issues, so many people in business avoid to use unnecessary social media platforms.
- Wocially is a new start-up company so many customers can't believe in the company.
- Wocially cannot become active on different social media platforms, so it is complicated to believe.

Opportunities: -

- In India, so many mobile phones using so its huge market for socially.
- Some start-up company needs handholding support so wocially have great opportunity.
- Socially is India's own social media platform.
- Refocus efforts on B2B-friendly channels like LinkedIn and Twitter, prioritize lead generation and customer nurturing versus brand awareness.

Threats: -

- One of the biggest threats is the security issue to used social media platforms.
- Reduce mismanagement in the company.

Chapter-3 LITERATURE **REVIEW**

Article-1: A Review of Social Commerce Research

By : Huifen Wang, Jiaxin Xie

Abstract: With the development of social networks, social commerce has become a key development model in the field of e-commerce in the future. By sorting out a large amount of relevant literature on social commerce, this paper first reviews the development of the concept of social commerce. Secondly, it analyzes the classification of social commerce and its differences from traditional e-commerce. Finally, a systematic analysis of existing research on consumer behavior (acceptance, purchase, information sharing) of social commerce. This article aims to sort out the current research results, summarize the research characteristics in this field, and point out future research areas and directions worthy of attention.

Article-2: Social commerce: A systematic review and data synthesis.

Abstract Social commerce contributes multi-disciplinary knowledge concerning psychology, sociology, computer science, and marketing in business. Its development complicated due to various fields involved that range from arithmetic patterns to marketing management. In this study, we conduct a systematic review of social commerce research by synthesizing 407 papers from academic publications between 2006 and 2017. This study focuses on three overarching questions: (1) What is current social commerce research? (2) Which research methods have been used in social commerce? (3) What are some potential areas for social commerce research in the future? We delineate the various facets of social commerce – definitions, differences, types and technologies, challenges and benefits, models and frameworks – in an all-encompassing taxonomy that enables us to answering the first question. To solve the second question, we applied different methods and techniques. Finally, we offer guidelines on the directions for future research, and intend that this work will serve as a roadmap for understanding the research literature within the field of social commerce.

Article-3: Understanding social commerce: A systematic literature review and directions for further research

By : Abdelsalam H.Busalim

Abstract: Web 2.0 technologies and social media gave a rise to social commerce as a new phenomenon in the business world. Recently, social commerce gained a major attention from both academics and practitioners. Numerous studies have been conducted to understand s-commerce and examine its impact. Since 2010 the published studies on

s-commerce increased, but little attempt has been made to incorporate the findings of former surveys and assess the current state of the research in this field. In this study, we conducted a systematic review of s-commerce research, to explore the term s-commerce by collecting, reviewing and synthesizing studies that related to s-commerce published from 2010 to 2015. By following review protocol which integrated two stages (automatic and manual) to cover all studies in this period, we identified 110 studies which address s-commerce. The results show that the studies that addressing s-commerce increased during the last 6 years. We observed that the current studies covered numerous research themes under s-commerce, such as user behaviour, business models, s-commerce website design, adoption strategy, social process network analysis and firm performance. Most of these studies focus on user behaviour and website design, while other themes gained little attention; therefore, this study highlights direction for further research. This review reveals s-commerce to be a promising new area of research, showing a new paradigm of conducting commerce using social media to reach customers and their networked friends. Discussion of this and conclusion have been highlighted.

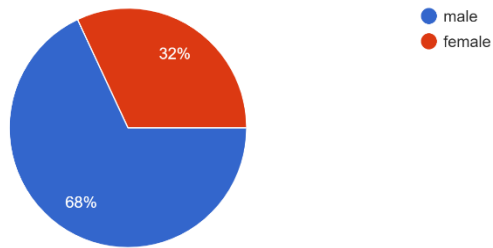
Chapter- 4 ANALYSIS AND FINDINGS

ANALYSIS:

Questionnaire

This questionnaire is based on Employee perception on the organization.

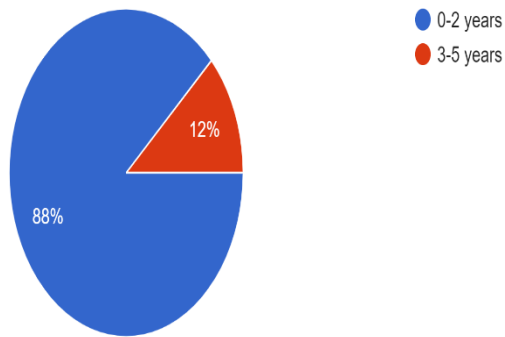
Gender



Interpretation:

- The sampling process was conducted on employees of the organization.
- The sample process includes both males and females.

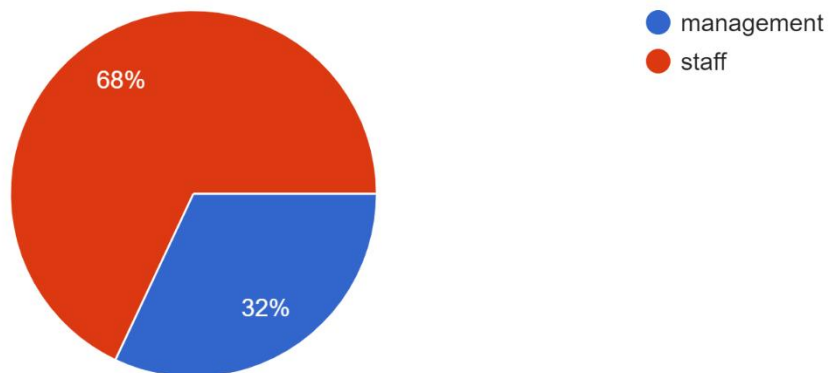
How long you working for the company?



Interpretation:

- As the company is a new start-up so most of the employees are working for 0-2 years in the company with percentage of 88%.

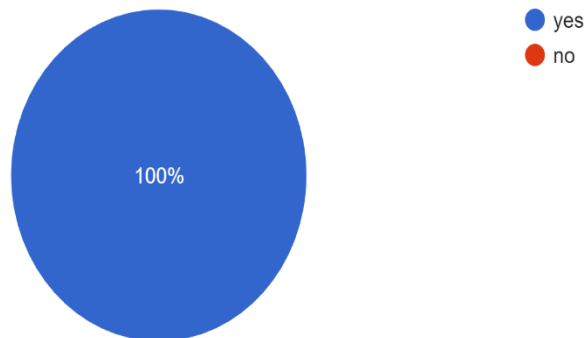
Please indicate your current classification in the company?



Interpretation:

- As the sample size includes both management and staff of the company.
- It includes 68% of staff members of the company and 32% of the management team.

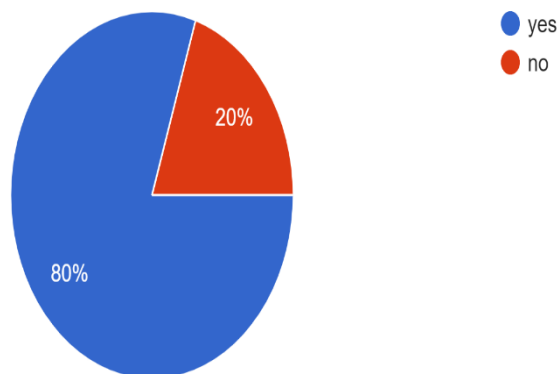
Employees are agreeing with company goals?



Interpretation:

- All staff and management members are 100% agreed with their company goals.

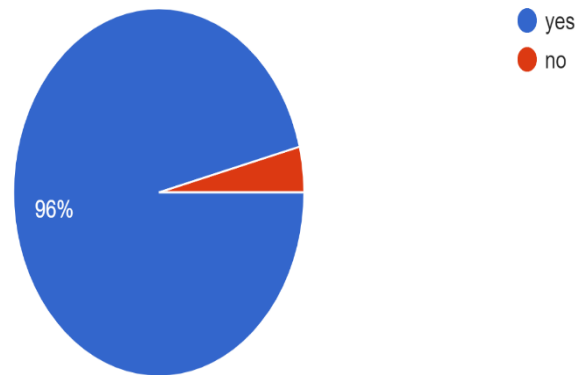
Employee activities are monitored frequently by the company?



Interpretation:

- According to sample size 80% of the employees are agree that the company monitor their activities
- 20% people are not agreed that the company monitor their activities.

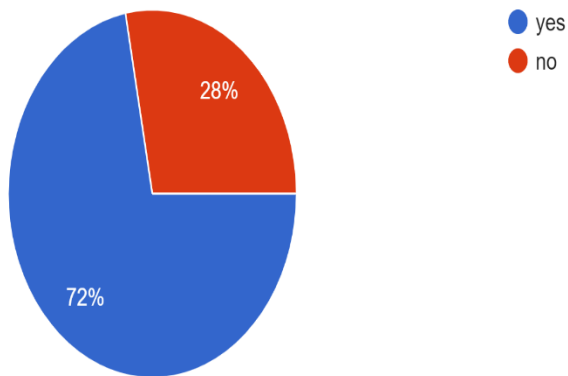
Is the company giving job satisfaction to their employees?



Interpretation:

- As the sample size 96% people getting job satisfaction on their job.

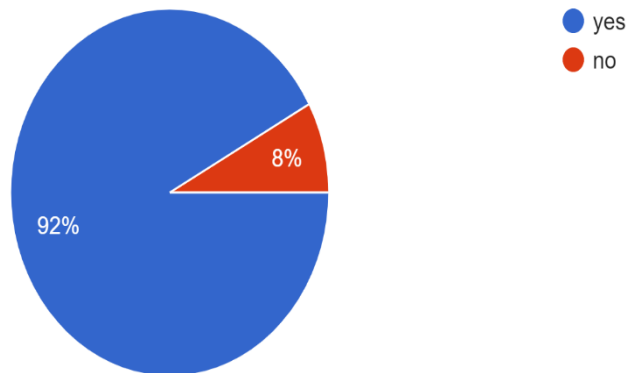
Management seeks input from employees on major decisions?



Interpretation:

- As the sample size says that 72% of the employees are agree that management seeks input from the employees.
- Remaining 28% of the people are saying that the management do not seek their employee decisions.

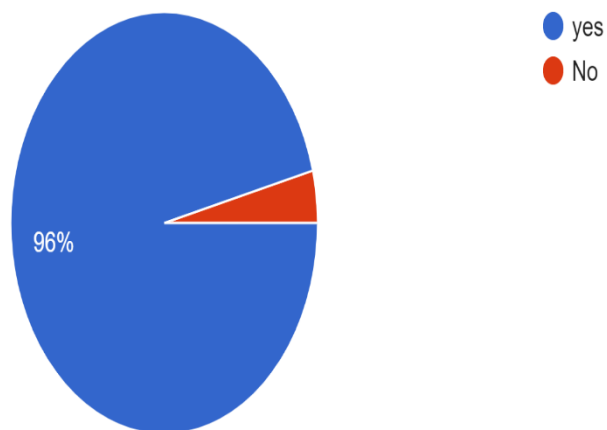
Is the company providing employees benefit plans?



Interpretation:

- As the sample size includes 92% of the employees are agreed with the company benefit plans.
- Remaining 8% of the people are not satisfied with their benefit plans.

Work timings are flexible for employees?



Interpretation:

- As the sample size includes 96% of the employees are agree with their timings.

Findings:

- The number of employees is agreed with their work timings.
- The company policies and employees' benefits are satisfying their employees.
 - Most of the employees getting job satisfaction on their jobs.

Chapter 5

SUGGESTION & CONCLUSION

SUGGESTIONS

- To get effective and efficient employee, the organization should arrange proper training and development programs.
- The entire HR department should be well informed regarding the employment personal.
- The organization should provide well direct compensation as well as direct to its staffs.
- I order to get competitive advantage and to deliver quality service, top management should try to modify the services.
- Proper training needed for ensuring efficient performance of the employees.
- Periodical performance appraisal and giving recognition and rewards to the qualified employees to keep motivating them.

CONCLUSION

From the above study I can conclude that committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organisations face significant challenges in developing energized and engaged workforces. However, there is abundant of research to demonstrate the increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.

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- <https://www.facebook.com/wocially/>

ANNEXURE

QUESTIONNAIRE-1:

1. Gender
 - a) Male
 - b) Female

2. How long you working for the company?
 - a) 0-2 years
 - b) 3-5 years

3. Please indicate your current classification in the company?
 - a) Management
 - b) Staff

4. Employees are agreeing with company goals?
 - a) Yes
 - b) No

5. Employee activities are monitored frequently by the company?
 - a) Yes
 - b) No

6. Is the company giving job satisfaction to employees?
 - a) Yes
 - b) No

7. Management seeks input from employees on major decisions?
 - a) Yes
 - b) No

8. Is the company providing employees benefit plans?
 - a) Yes
 - b) No

9. Work timings are flexible for employees?
 - a) Yes
 - b) No