

BIJU PATTNAIK INSTITUTE OF IT AND MANAGEMENT STUDIES



FINAL SUMMER INTERNSHIP PROJECT REPORT ON: DIGITAL MARKETING AS A KEY DRIVER OF IMPROVING BUSINESS PERFORMANCE AMONG SMALL AND MEDIUM SCALE ENTERPRISES FROM INDIAMART'S PERSPECTIVE.

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COMPLETED UNDER THE GUIDANCE OF:

BISWA BIHARI DAS

DECLARATION

I Riyanka Nanda the undersigned hereby declare that the project Report **“DIGITAL MARKETING AS A KEY DRIVER OF IMPROVING BUSINESS PERFORMANCE AMONG SMALL AND MEDIUM SCALE ENTERPRISES FROM INDIAMART’S PERSPECTIVE”** is an original work developed and submitted by me under the guidance of Professor Biswa Bihari Das. The Empirical findings in the project report are not copied from any report and are true and best of my knowledge.

PLACE: BHUBANESWAR

DATE: (Sign of Student)

ACKNOWLEDGEMENT

With immense pleasure I am presenting customer analysis project report as a part of the curriculum of Master of Business Administration (MBA). I wish to thank all the people who gave me unending support.

I express my profound thanks to Prof. Biswa Bihari Das Sir, project guide and all those who have indirectly guided and helped me in preparation of this project. I also like to extend my gratitude to all staff and our colleagues of college, who provided moral support, a conducive work environment and the much-needed inspiration to conclude the project in time. Thanking you.

(Riyanka Nanda)

CERTIFICATE OF COMPLETION

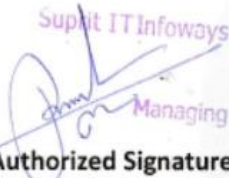


Date: 28/09/21

TO WHOM IT MAY CONCERN

This is to certify that Ms.Riyanka Nanda .D/O Kali Prasad Nanda of **Biju Patnaik institute of information technology and management** 2nd semester MBA 2022 Plot No -F14 .Bhubaneswar,751024 has successfully completed a internship programme at **suprit it infoways Pvt Ltd** .The period of her internship programme from 12 July to 30 August with us she was found punctual hardworking and inquisitive .

We wish her every success in life

Suprit IT Infoways Pvt. Ltd.

Managing Director
Authorized Signature

CERTIFICATE FROM INTERNAL GUIDE

This is to certify that the report of the Major Project Work which is submitted by **Riyanka Nanda** in partial fulfillment of the requirement for the award of the Master of Business Administration of **Biju Patnaik University of Technology, Odisha** is a record of the candidate's own work carried out by her under my supervision.

Dr. Biswa Bihari Das

Professor (Marketing)

BIITM

Bhubaneswar - 751025

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EXECUTIVE SUMMARY

I am Riyanka Nanda student of BIITM, Bhubaneswar a PG student. This report explains the importance of digital marketing as a key driver of improving business performance among small and medium scale enterprises from India Mart's perspective and this report will help the reader to get an idea about the Industry, Indian population and digital media, concepts of digital marketing, Duties and responsibility of client servicing executives in an agency, Steps involved in client servicing and Consumer buying behavior in the digital era. After reading the whole report the reader will be able understand the reason behind growing digital media marketing.

Title of the Report is **"Digital Marketing as a key driver of improving business performance among small and medium scale enterprises from India Mart's perspective "** and Objectives of the project is to understand the change in consumer buying behavior in digital era.

Methodologies used for achieving the objective are descriptive study and research. For achieving the objective, I have done one research using an online questionnaire. The title for the research is ***"Understand the consumer buying behaviour of Indian in digital era"***.

Main findings of the research are given here. Indian customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in India is key player for this phenomenon. Most of Indians are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report.

The successful completion of this project indicates that the future of marketing is in the hands of digital. I conclude my research by quoting again that ***"Brands can't sustain without digital presence"***

INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.
- Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing was defined in Wikipedia as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

LITERATURE REVIEW

The purpose of doing research in the area of digital marketing is because it seem huge, intimidating and foreign. Businesses are looking for clearer picture to start but do not know where and how to start doing digital marketing. In today's time, social media channels such as Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences.

It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers and word of mouth. Digital marketing on the other end is becoming popular because it utilizes mass media devices like television, radio and the Internet. The most common digital marketing tool used today is Search Engine Optimization (SEO). Its role is to maximize the way search engines like Google find your website.

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007).

When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media.

In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996).

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998).

With the availability of so many choices for customers, it is very difficult for marketers to create brands and increase traffic for their products and services. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002). In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular

(Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011).

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing.

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

Pakistan has seen tremendous growth in media with 20 million people have access to the Internet but still marketers insist on doing things the traditional way (Mohsin 2010).

Management and structure in Pakistan are still based on ancient paradigm where customers are moving ahead with their demands and expectations. This gap is widening day by day with limited skills and mindset available in Pakistan to solve the problem for the demanding customers. Companies in Pakistan including the MNC's are going the traditional way and keeping the digital aspect just to show off in tune with the modern trends.

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013). Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing

AIMS AND OBJECTIVES

OBJECTIVE

- The main objective of the study is to understand the consumer buying journey in Digital era.
- To know affinity in customers for collecting information before purchase.
- To determine out the media, which is most important in creating stimulus in Indians?
- To understand the media consumption of Indians.
- To figure out how Indian will purchase a product.
- To understand post purchase behaviour of Indian

PURPOSE



Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions and loyalty. Customer satisfaction data are

among the most frequently collected indicators of market perceptions. Their principal use is twofold.

1. Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services.
2. Although sales or market share can indicate how well a firm is performing currently, satisfaction is an indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes. On a five-point scale, individuals who rate their satisfaction level as "5" are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The

percentage of surveyed customers who indicate that they would recommend a brand to friends."

When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) Individuals who rate their satisfaction level as “1,” by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction.

Measuring customer satisfaction

If you cannot measure it, you cannot improve it." - Lord William Thomson Kelvin (1824-1907)

Measurement of Customer Satisfaction is a new significant addition to the new ISO9000: 2000 standard. Organizations certified to this standard are now required to identify parameters that cause customer satisfaction or dissatisfaction and consciously measure them.

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. A hotel, for example, might ask customers to rate their experience with its front desk and check-in service, with the room, with the

amenities in the room, with the restaurants, and so on. Additionally, in a holistic sense, the hotel might ask about overall satisfaction “with your stay.”

As research on consumption experiences grows, evidence suggests that consumers purchase goods and services for a combination of two types of benefits: hedonic and utilitarian. Hedonic benefits are associated with the sensory and experiential attributes of the product. Utilitarian benefits of a product are associated with the more instrumental and functional attributes of the product.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization’s products.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

| | | | | |
|-------------------|-----------------------|------------------------------------|--------------------|----------------|
| Very dissatisfied | Somewhat dissatisfied | Neither satisfied nor dissatisfied | Somewhat satisfied | Very satisfied |
| 1 | 2 | 3 | 4 | 5 |

Customer satisfaction data can also be collected on a 10-point scale.

Customer satisfaction data can also be collected on a 10-point scale. Regardless of the scale used, the objective is to measure customers' perceived satisfaction with their experience of a firm's offerings. It is essential for firms to effectively manage customer satisfaction. To be able to do this, we need accurate measurement of satisfaction.

Good quality measures need to have high satisfaction loadings, good reliability, and low error variances. In an empirical study comparing commonly used satisfaction measures it was found that two multi-item semantic differential scales performed best across both hedonic and utilitarian service consumption contexts.

Finally, all measures captured both affective and cognitive aspects of satisfaction, independent of their scale anchors. Affective measures capture a consumer's attitude (liking/disliking) towards a product, which can result from any product information or experience. On the other hand, cognitive element is defined as an appraisal or conclusion on how the product's performance compared against expectations (or exceeded or fell short of expectations), was useful (or not useful), fit the situation (or did not fit), exceeded the requirements of the situation (or did not exceed).

American Customer Satisfaction Index (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of Gross Domestic Product (GDP) growth, and an even stronger predictor of Personal Consumption Expenditure (PCE) growth.

ACSI reports scores on a 0-100 scale at the national level and produces indexes for 10 economic sectors, 47 industries (including e-commerce and e-business), more than 225 companies, and over 200 federal or local government services. In addition to the company-level satisfaction scores, ACSI produces scores for the causes and consequences of customer satisfaction and their

relationships. The measured companies, industries, and sectors are broadly representative of the U.S. economy serving American households.

On the microeconomic level, academic studies have shown that ACSI data is financial performance in terms of return on investment (ROI), sales, long-term firm value, cash flow, cash flow volatility, human capital performance, portfolio returns, debt financing, risk, and consumer spending.

Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behavior. The ACSI measures customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors. In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent.

Two companies have been licensed to apply the methodology of the ACSI for both the private and public sector: CFI Group, Inc. and Foresee Results apply the ACSI to websites and other online initiatives. ACSI scores have also been calculated by independent researchers, for example, for the mobile phones sector, higher education, and electronic mail.

CUSTOMER EXPECTATIONS

Customer expectations are a measure of the customer's anticipation of the quality of a company's products or services. Expectations represent both prior consumption experience, which includes some non experiential information like advertising and word-of-mouth, and a forecast of the company's ability to deliver quality in the future.

☐ **Perceived Quality**

Perceived quality is a measure of the customer's evaluation via recent consumption experience of the quality of a company's products or services. Quality is measured in terms of both customization, which is the degree to which a product or service meets the customer's individual needs, and reliability, which is the frequency with which things go wrong with the product or service.

☐ **perceived value**

Perceived value is a measure of quality relative to price paid. Although price (value for money) is often very important to the customer's first purchase, it usually has a somewhat smaller impact on satisfaction for repeat purchases.

☐ **customer complaints**

Customer complaints are measured as a percentage of respondents who indicate they have complained to a company directly about a product or service within a specified time frame. Satisfaction has a negative relationship with customer complaints, as the more satisfied the customers, the less likely they are to complain.

☐ **customer loyalty**

Customer loyalty is a combination of the customer's professed likelihood to repurchase from the same supplier in the future, and the likelihood to purchase a company's products or services at various price points (price tolerance). Customer loyalty is the critical component of the model as it stands as proxy for profitability.

There is obviously a strong link between customer satisfaction and customer retention. Customer's perception of Service and Quality of product will determine the success of the product or service in the market.

With better understanding of customers, perceptions, companies can determine the actions required to meet the customers needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

There is a lot of debate and confusion about what exactly is required and how to go about it. Customer satisfaction is quite a complex issue and this article is an attempt to review the necessary requirements, and discuss the steps that need to be taken in order to measure and track satisfaction. Before we begin to create tools to measure the level of satisfaction, it is

important to develop a clear understanding of what exactly the customer wants. We

need to know what our customers expect from the products and services we provide. Customer expectations are the customer-defined attributes of your product or service you must meet or exceed to achieve customer satisfaction.

Customer Expectations are of two types – Expressed and implied.

- o **Expressed Customer Expectations** are those requirements that are written down in the contract and agreed upon by both parties, for example, product specifications and delivery requirements. Supplier's performance against these requirements is most of the times directly measurable.

- o **Implied Customer Expectations** are not written or spoken but are the ones the customer would 'expect' the supplier to meet nevertheless.

For example, a customer would expect the service representative who calls on him to be knowledgeable and competent to solve a problem on the spot. There are many reasons why customer expectations are likely to change over time. Process improvements, advent of new technology, changes in customer's priorities, improved quality of service provided by competitors are just a few examples.

The customer is always right. Supplier's job is to provide the Customer what he wants, when he wants it. Customer Satisfaction is customers perception that a supplier has met or exceeded their expectations. It is therefore important to periodically update our knowledge of customer expectations.

□ **What constitutes Satisfaction?**

We cannot create customer satisfaction just by meeting customer's requirements fully because these HAVE to be met in any case. However falling short is certain to create dissatisfaction. Major attributes of customer satisfaction can be summarized as:

- o Product Quality
- o Product Packaging
- o Keeping delivery commitments
- o Price
- o Responsiveness and ability to resolve complaints and reject reports
- o Overall communication, accessibility and attitude

We cannot begin to address the customer satisfaction issue we define the parameters and measures clearly. It may be easier to track supplier's performance against stated requirements of quality and timelessness because there is documentary evidence.

Some indication of whether a supplier is meeting the requirements can also be obtained from data on scrap rates, PPM, complaints database, sales improvements, repeat orders, customer audit reports etc.

It is far more difficult to measure the level of performance and satisfaction when it comes to intangible expectations.

☐ **What are the Tools?**

Customer expectations can be identified using various methods such as:

- o Periodic Contract Reviews
- o Market research
- o Telephonic Interviews
- o Personal visits
- o Warranty records

Company profile



- IndiaMART.com is India's largest online B2B marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers. The company offers a platform & tools to over 1 million suppliers to generate business leads from over 5 million buyers, who use the platform to find reliable & competitive suppliers. The company has over 4000 employees located across 75 offices in the country. Its existing investors include IntelCapital and Bennett, Coleman & Co.Ltd.

IndiaMART.com offers products that enable small & medium size businesses generate business leads (online catalogs/store-fronts), establish their credibility (third party verified trust profile) and use businessinformation (finance, news, trade shows, tenders) for their business promotion.

- IndiaMART.com has won numerous awards over the years, which include coveted Red Herring Award, Emerging India Award, among others. The company has also been widely covered by media for its pioneering role in promoting SME business in the country.
- Its existing investors include Intel Capital and Bennett, Coleman & Co. Ltd (Times Group), India's largest print media group.
- IndiaMART Knowledge Services: An in-house unit involved in SME research, forecasting, analysis and education. It conducts independent surveys, etc. & holds workshops for SMEs to educate them on specific areas such as Marketing, IT, etc.

The Board of Directors

Mr.DINESH AGRAWAL,

FOUNDER &CEO, IndiaMART.com IndiaMART.com,

Dinesh Agrwal is the founder and CEO of IndiaMART.com, India's largest online B2B marketplace connecting Indian suppliers with domestic and international buyers. Founded in 1996, Dinesh is credited with leading IndiaMART.com through a decade and a half with an unblemished record of being profitable from day one - a feat no other online company in India has been able to emulate.

Mr BRIJESH AGRAWAL

COO,IndiaMArt,COM

Brijesh Agrawal is the Chief Operating Officer, IndiaMART.com. Being a part of the core management team, Brijesh has been the brainchild behind the creation of a plethora of innovative products of IndiaMART.

Mr.DEEO KALRA

FOUNDER & CEO.MakeMyTrip.com

Deep kalra holds rich past experience at GE Capital, AMF Bowling Inc. and ABN AMRO Bank. He is a member of the Executive Council of NASSCOM and chairs the NASSCOM Internet Working Group.

Mr.M.K. Chouhan

MANAGING DIRECTOR, Mahendra & Arenehan Consulting(P)Ltd.

Mr. RAJESH SAWANEY

PRESIDENT, Reliance Entertainment Private Ltd.

PRODUCT AND SERVICES



Products and services

❖ DYNAMIC CATALOG

A comprehensive online marketing program that provides enhanced enquiry generation.

The image shows a screenshot of the Sinclair Gears website. The header includes the company name "SINCLAIR GEARS" with a gear icon, a "Select Language" dropdown with flags for USA, Germany, China, and Japan, and a "Site Search" bar. The navigation menu lists: PROFILE, PRODUCTS, NEWS, EVENTS, CAREERS, TESTIMONIALS, ENQUIRY, and CONTACT US. The main content area features three images of gears and the text "Where technology meets innovation". Below this, a paragraph describes the company's history and specialization in gear manufacturing. A red triangular overlay on the right side of the screenshot contains the text: "Get online presence through a catalog with IndiaMART.com". Below the screenshot, a three-step process diagram is shown in blue chevron shapes:

- 1** Promote your company online
- 2** Open a new channel of sales
- 3** Get business leads from all over the world

❖ TRUST SEAL

Trust seal is a business verification service that checks suppliers records of existence credibility and trustworthiness for the benefit of buyers.

Trust Seal

Indiamart

Over 85% buyers choose TrustSeal verified suppliers

Existence Verification

Name Address Contact number

Credibility Factors

Year of establishment Trade affiliations

Statutory Approvals

Legal status of firm Income tax registration Import export code (IEC)

TrustSeal is a business verification service that checks supplier's records of existence, credibility and trustworthiness for the benefit of buyers. Documentary evidence is collected from the suppliers to ensure that the information provided/credentials claimed are accurate & reliable.

Benefits of TrustSeal

- › Enhanced credibility ensures more business enquiries
- › Get shortlisted by more numbers of buyers instantly
- › Saves time, cost and effort required in meeting credential queries by buyers

To know more, please fill in following details:

Elanza Fashion

| | |
|--------------------------|---------------------------------|
| Year of Establishment | 1980 |
| Business Type | Wholesale & Retail |
| Business Address | Plot No. 10, Sector 10, Gurgaon |
| Legal Status of Firm | Partnership |
| Income Tax Registration | Yes |
| Import Export Code (IEC) | 0000000000 |
| Bank Name | HDFC Bank |
| Branch Name | Connaught Place |
| Branch Address | Connaught Place, New Delhi |

❖ STAR SUPPLIER

With star supplier to your support you can get premium positioning among suppliers in all the relevant categories.

Star Supplier

Get premium positioning among suppliers in all relevant categories

Holostik India Limited (Noida) **STAR SUPPLIER**

Manufacturing and supplying labels, foil labels, film labels, paper labels, laminated labels, holographic paper labels and tamper evident coated holographic paper labels.

Address: C-117, Sector - 2, Noida - 201 301, India
Phone: +(91)-(120)-4192700/2519155 Fax: +(91)-(120)-2519155/4192744
Mobile / Cell Phone: +(91)-9810036085
Website: <http://www.holostikindia.com/>

1 Get premium positioning among suppliers in relevant categories

2 Get instant attention of millions of buyers

3 Get business enquiries from across the world

❖ LEADING SUPPLIER

Leading Supplier is the right choice for companies who have a right mix of infrastructure, management capabilities and experience in servicing global buyers.

Leading Supplier

Create different positioning and gain higher attention of buyers.

Shrivam Narrow Fabrics **TRUST SEAL** **LEADING SUPPLIER**

Manufacturer, exporter and supplier of a wide range of twill tapes, cotton tapes, ribbons, grosgrain ribbons, jacquard ribbons, nylon ribbons, satin ribbons and garments ribbons.

Address: No. 34-Q, Laxmi Industrial Estate, Link Road, Andheri (W), Mumbai - 400 053, India
 Phone: +(91)-(22)-26335010/86922244/40670670 Fax: +(91)-(22)-66922244
 Mobile / Cell Phone: +(91)-9821114060
 Website: <http://www.shrivamfabrics.com/>

1 Priority listing in all product categories

2 Quality verifications displayed alongside the listing

3 Short video of plant/office also showcased

❖ BANNER ADVERTISING

Build your brand & drive traffic to your website with Banner Advertising

Banner Advertising

Sign In | Join Free | My IndiaMART | Call Toll-Free: 1-800-200-4444 | Buy | Sell

Products | **Suppliers** | Sell Offers | Buy Leads | Tenders | Trade Shows

Enter Product / Company Name to Search... Suppliers Search

Suppliers Directory | Services Directory | List Your Company | Free Post Buy Requirements

Services Directory > Advertising

Media, Advertising, Copywriting & Publishing Services

Companies - 19667 | Trade Leads - 1292

ADVERTISE HERE

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Media, Advertising, Copywriting & Publishing Services

[Advertising & Brand Promotion Agencies and Consultants](#)

[Book Publishers, Journal Publishers & Publishing Houses](#)

[Business Information Bulletins, Press Clipping & News Distribution Services](#)

Build your brand & drive traffic to your website with Banner Advertising

ADVERTISE HERE

1 Get your banner placed at strategic locations

2 Choose from animated & real media banners

3 Establish your brand instantly

ABOUT ONLINE-BUSINESS

❖ What is business?

Business is all about buying and selling of Product or services. Business can be done through online and off line.

❖ What is online business?

Online business means trading of Products and Services etc through the Internet. It enables the traders and manufacturers to electronically connect with the other.

❖ What is offline business?

In offline trading the customer either goes to the manufacturer's or trader's place and sits before him to place orders. Or rings him, asks for the quotations and other relevant information, and accordingly places orders over the phone.

❖ **Benefits of offline business**

- o safer in comparisons to online share business.
- o Business can be done without internet connectivity at one's home.

In a country like India where internet connectivity is not available everywhere trading online is not possible for everyone, this is also the reason which enhances the growth of offline trading.

- o Better for new comers

❖ **DISADVANTAGES OF OFFLINE**

- o Often times the brokers takes time to execute your instruction.
- o Offline trading brokerage is always higher than that of online brokerage.
- o It is a time consuming process as everything is done offline. Trading takes more time in comparisons to online trading.
- o RM may not provide the correct information as required by his client.

❖ **What is E-Business?**

- E-tailing, or virtual storefronts on Web sites.
- Online business-to-business transactions.
- Electronic data interchange (EDI), the business-to-business exchange
- E-mail, instant messaging, and other Web-enabled communication
- tools and their use as media for reaching prospective and existing
- customers.
- The gathering and use of demographic, product, and other information
- through Web contacts.

❖ **Capabilities and Benefits of E-Business**

- Global Reach : Goods and services can be sold to customers worldwide.
- Personalization : Companies can customize products and reduce inventory.
- Interactivity : Customers and suppliers can negotiate prices online.
- Right-time and integrated marketing : Online retailers provide products when and where
- Customers want them and promotions can be directed to individual customers.
- Cost savings : E-business can reduce costs.
- Increase a firm's visibility, promote its offerings, and provide information to
- interested parties.
- Build customer goodwill and assist retailers and other resellers in their
- marketing efforts.
- Disseminate financial information to investors.
- Enable prospective employees to apply online for jobs.
- Provide e-mail communication.

•

Brief information on Business-to-Business (B2B) and Business-to-Consumer (B2C)

- Business-to-business e-business (B2B) Electronic business transactions
- between businesses using the Internet.
- B2B transactions total \$2.5 trillion.
- By some estimates, account for 90% of all e-commerce activities.
- Can reduce cost of B2B transactions by almost 25 percent.

❖ Online Shopping and B2C

- Business-to-consumer (B2C)
- E-tailing accounts for 4% of all U.S.
- Growing at a rate of 18%.
- Services like banking and brokerage are key aspects of e-tailing
- Many retailers have electronic storefronts.
- Growth of broadband is aiding e-tailing.

❖ Selling to customers directly over the Internet.

There are millions of good for sale online. There are as variety of retail stores that make the Internet one big cybermall.

❖ Who are online buyers and sellers?

Typical user is young hingly educated, urban or suburban, and affluent. Demographics are shifting there is decreasing diffrence in inter purchaing habits among groups.

❖ Benefits of B2C E-Business

- Through encryption, data is encoded for security purposes.
- Many companies use Secure Sockets Layer (SSL) technology to encrypt information and verify
- senders and receivers.
- An electronic wallet contains credit card and identification information.
- Customers can avoid
- retyping purchase information.

❖ E-Business Challenges (privacy)

- Privacy is among the top concerns of Internet users.
- E-business sites often require passwords and use electronic signatures, an
- electronic form of identity verification.
- Companies can track customer's shopping and viewing habits through
- cookies.
- **Customers usually prefer that companies do not share their personal**
- **information. Merchants have responded by joining privacy organizations.**
- **Privacy protections may soon become legally required.**
- **Employees also have concerns that employers are monitoring their Internet**
- **behavior.**

- Companies worry about data theft.

In addition to credit card transactions online, privacy is a growing concern for consumers. Consumers worry that the information about them will be available to others without their permission. Although online shopping is growing, consumers are very concerned about providing credit cards and personal information online.

❖ **E-Business Challenges (Internet Fraud)**

- Internet Crime Complaint Center logs more than 200,000 complaints annually.
- 50% of the complaints referred to law enforcement agencies deal with online auctions.
- Phishing is a growing form of Internet fraud that uses e-mail or pop-up messages to get unsuspecting victims to disclose personal information.
- Vishing, or voice phishing, involves phone calls to credit card customers to obtain personal and banking information.
- Payment fraud is growing E-Business Challenges (poor website design)
- 50% of shopping carts are abandoned before any purchase is made.

❖ **Lack of Information**

- Inability to find the information they need
- Feeling overwhelmed by too much information
- Companies that have brick-and-mortar experience often have better success satisfying customers than Internet-only retailers.
- Online sales can compete with business partners such as retailers and distributors causing disputes called channel conflict.
- Using the Web's Communication Function
- Web has four main functions: e-business, entertainment, information, and communication.
- Communication is Web's most popular function.
- Firms use e-mail to communicate with customers, suppliers, and other partners.

- Online Communities: Internet forums, newsgroups, electronic bulletin boards, and Web communities that appeal to people who share common interests.
- Spam is junk e-mail.

❖ Why B2B Marketplaces?

- Largest aggregation of B2B Buyers - more than 30% of these are here
- Hassle free way to generate business leads ± fully managed
- Try for free ± Pay for premium
- Do it all, right from your desktop

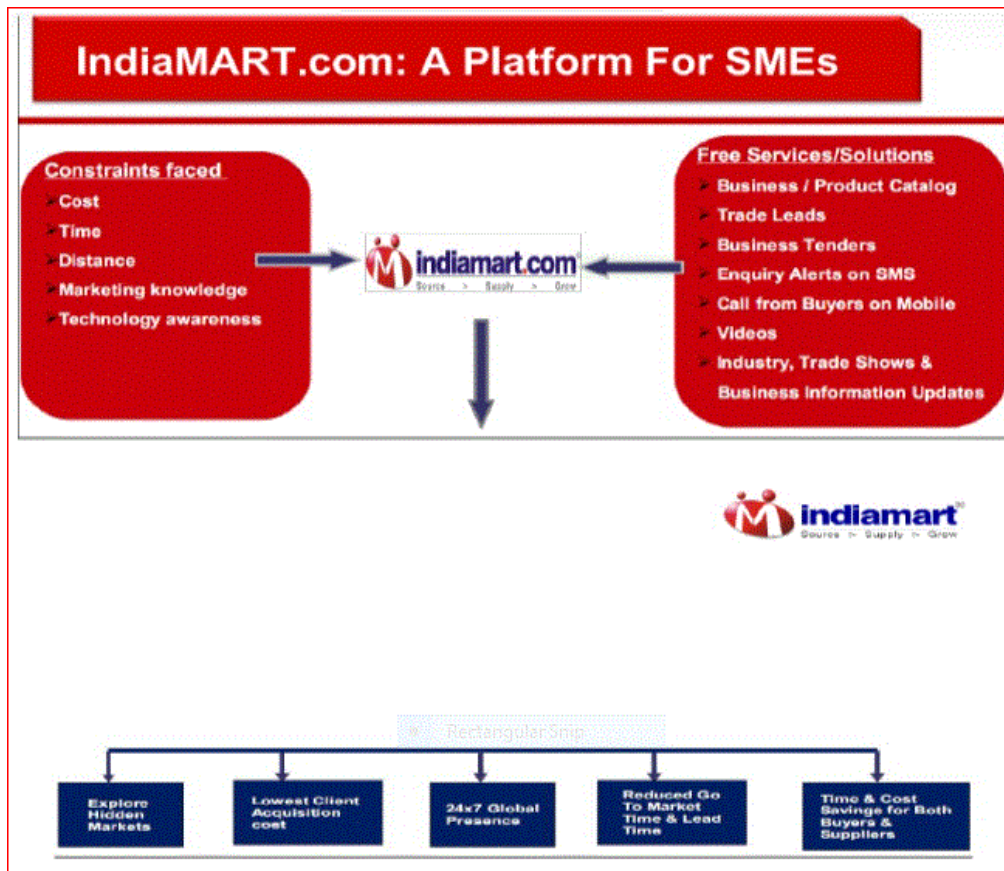
❖ Free Services

- Business / ProductCatalog ± Unlimited Products
- Trade Leads
- Business Tenders
- Enquiry Alerts on SMS / Call from Buyers on Mobile
- Videos
- Industry, Trade Shows & Business Information Updates
- The first step towards internet marketing & lead generation
- Unlimited Products ± photos & videos
- Higher the no. of products, higher the no. of leads
- 200,000 Indian companies having 2 million products, already have their catalog on IndiaMART.com alone.

❖ Business / Product Catalog

❖ Trade Leads

- The easiest way to generate 1 lead every week
- Post unlimited product specific offers with picture
- Importance of μpush-to-top¶ ± 10 times better results
- More than half-a-million offers live on IndiaMART.com alone



SWOT analysis of indiamart.com

❖ Strengths

- The most powerful point in hand of the company is that they provide the customized solution to the customers.
- The company has excellent distribution system.
- The company has built a strong image among the customers.
- The company experiences excellent Brand loyalty for its Products from the customers.
- The company has made its Product range attractive, which lures the customers, and consequently

❖ Weaknesses

- Some products have high prices as compared to the other products.

- **The company pays less attention towards the matured clients**

❖ **Opportunities**

- India has a vast potential market, which the company can get hold up.
- The company can prove to be major threats for its competitor's if it increases marketing efforts.
- IIL should concentrate on the premium segment market.

❖ **Threats**

- The major threat that company faces is from its competitors who are introducing products with lower cost backed by aggressive promotional schemes to attract the customer.
- The arrival of the MNC is a major serious threat for the company.

KEY COMPANIES AND MARKET SHARE INSIGHT

On a worldwide level, the market is highly fragmented with a mix of small, medium, and large-sized enterprises moving their businesses online. The pandemic resulted in a massive shift, with several businesses seeking online platforms as an alternate option to meet customer requirements. Over the long term, the COVID-19 pandemic is likely to keep impacting the way organizations conduct business, and online commerce will be the go-to strategy for most B2B vendors.

few key players operating from across different parts of the globe include Walmart; Amazon.com, Inc.; ChinaAseanTrade.com;

Flipkart.com; AlibAba. Collaborations and partnerships will help local vendors cater to global markets at a faster rate. Some of the prominent players operating in the global Business-to-Business ecommerce market are:

- Amazon.com, Inc.
- eBay Inc.
- Flipkart.com
- IndiaMARTInterMESH Ltd.
- ChinaAseanTrade.com
- KOMPASS
- Business-to-Business E-commerce Market Report Scope

| | |
|------------------------------|--|
| | |
| Market size value in 2021 | USD 7.72 trillion |
| Revenue forecast in 2028 | USD 25.65 trillion |
| Growth Rate | CAGR of 18.7% from 2021 to 2028 |
| Base year for estimation | 2020 |
| Historical data | 2017 - 2019 |
| Forecast period | 2021 - 2028 |
| Quantitative units | Revenue in USD billion and CAGR from 2021 to 2028 |
| Report coverage | Revenue forecast, company ranking, competitive landscape, growth factors, and trends |
| Segments covered | Deployment type, application, region |
| Regional scope | North America; Europe; Asia Pacific; Latin America; MEA |
| Country scope | U.S.; Canada; U.K.; Germany; France; China; India; Japan; Brazil; Mexico |
| Key companies profiled | Amazon.com, Inc.; eBay Inc.; Flipkart.com; IndiaMARTInterMESH Ltd.; ChinaAseanTrade.com; DIYTrade.com; KOMPASS; KellySearch.com; eworldtrade.com |
| Customization scope | Free report customization (equivalent up to 8 analyst working days) with purchase. Addition or alteration to country, regional & segment scope. |
| Pricing and purchase options | Avail customized purchase options to meet your exact research needs. Explore purchase options |

About types Customer and their types

There are six types of customers.

❖ External Customer.

These are the people and organizations who have a need for your product or service. They purchase your stuff in exchange for money. They have a budget and will give you some of it in exchange for a solution that meets their needs and expectations.

Given that, I affectionately refer to external customers as ones with the bag of money. They have the financial autonomy to decide where and how they will spend their budget the bag of money. The question is who gets the bag of money, you or your competitor? Who has earned the confidence and trust of the customer, You and your competitor are vying for a piece of their budget the best solution wins. Know this: Customers vote with their money and complain with their feet.

❖ Allies.

These are the users of your product or service, not the ultimate decision maker.

These customers usually don't have a bag of money but they play a vital role in you success. They do not make the final decision but they may have tremendous impact on the outcome. They are often closely connected to the bag of money and

positioning them as an ally to your cause is critical for your success. However, allies can be a tremendous wealth of information. Pick their brains and learn how you can differentiate yourself from the competition. Customers buy differences, not similarities.

It can sometimes be difficult to ascertain who the bag of money is and who the allies are. Ask questions early in the call to determine who's who in the zoo. Shrink your sales cycle by understanding the players within your accounts. Simply ask them who else may be involved with decisions.

Unfortunately, they are often the victims of the blame fest. Poor internal relationships can have fatal consequences for your external customers. I recently saw an anonymous quote that supports my point. “We have less to fear from outside competition than from inside conflict, inefficiencies, discourtesy, and bad service.” So true.

They want to fix the problem. It’s up to you to quarterback all of the company’s resources to resolve their problem. When you work in harmony with your internal customers, external customers become the beneficiary of your internal relationships.

Be aware too of your own personal internal customers, such as family spouse, and parents. View your kids, spouse, or significant other as your personal internal customers. They also deserve respectful treatment.

❖ **Repeat Customer.**

They are the jewels of your business. Do the job well the first time and you often get rewarded with another opportunity to serve them. And guess what? They give you more money! You may have heard that it costs up to five times as much to replace a customer as it does to keep one. So, keep them happy. Under promise and over deliver.

❖ **Born-Again Customer.**

These are previous customers who no longer do business with you. For some reason they have forgotten about you or they are still upset with you. Dig up their file, give them a call, and settle any outstanding grievance. Put your ego aside and offer restitution to satisfy the customer. They often become loyal customers provided you resolve the problem to their satisfaction. As you work with your customers, you will find the Sequential Model is applicable to all six types. Remember, Pay particular attention to your internal customers.

Customer service

Customer service is the provision of service to customers before, during and after a purchase. According to Turban et al. (2002), Customer service is a series of activities designed to enhance the level of customer satisfaction that is, the feeling

that a product or service has met the customer expectation." Its importance varies by products, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame.

From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization. Some have argued that the quality and level of customer service has decreased in recent years, and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and/or a customer service policy. To address this argument, many organizations have employed a variety of methods to improve their customer satisfaction levels, and other KPIs.

❖ **LITERATURE SEARCH**

It has been found that if company want to expand its market share and to increase the customer then it should have to focus on product and services promotion apart from brand promotion. The company will have to satisfy its customer in an appropriate way so that they will become loyal customer and they will also help to increase the number of customer through their valuable references. The company should launch some good schemes & lower broking charges. It should provide training to customers and also show the demo etc.

❖ **DATA EVALUATION**

After collecting and analyzing the data understanding has been made that in this era of marketing where the market is full of competitors IndiaMart should have to do something innovative and creative in order to give tough competition to the top broking companies. As we know that CUSTOMER SI THE KING'. It means anyhow company will have to make its customer happy, satisfied and delight to make more and more profit and leave the competitors behind.

RESEARCH METHODOLOGY

Marketing Research is the systematic & objective identification, collection, analysis, dissemination & use of information for the purpose of improving decision making related to the identification & solution of problems & opportunities in Marketing.

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures the all aspects of at the research project are consistent with each other. Research studies evolve through a series of steps, each representing the answer to a key question.

❖ INTRODUCTION TO METHODOLOGY

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

❖ RESEARCH DESIGN

Research design is a conceptual structure within which research was conducted. A research design is the detailed blueprint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

To proceed with the research work in a structured way certain methodology is used so as to yield exact and correct results from the study. The methodology adopted by me is as follows:

Type of research design used:

Research designs are concerned with turning the research question into a testing project. The best design depends on research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyse the results.

For my study I have used Descriptive Research design because Descriptive Research Design is a method in which involves observing and describing the behaviour of a subject without influencing it anyway.

Method of Data Collection:

For completing my study I needed both primary and secondary data. Source of Primary data: Primary data is to be collected through survey and the tool used for survey is questionnaire which consisted of closed-ended questions and questions based on Likert Scale. Personal interviews of some respondents would be also conducted to know their perception towards the company. Source of Secondary data: The data which has been collected by someone else and already passed through statistical process. This data was collected from the Internet. The company's brochures were of a great help, and other sources were also used.

Method of Sample Selection:

Typically, the population is very large, making a census or a complete enumeration of all the values in the population is impractical or impossible. The sample represents a subset of manageable size. Samples are collected and statistics are calculated from the samples so that one can make inferences or extrapolations from the sample to the population. This process of collecting information from a sample is referred to as sampling. The method of sample selection from population adopted by me is Stratified Random Sampling because for my survey results to be successful I needed respondents from upper middle income group and higher income group whose income levels are above average to

high have a strong understanding about different companies and their products.

Analytical tools used: The tools used for summarizing the data collected and to

interpret the results are: Bar Graphs & Histograms. These tools helped in easy understanding of the data and are useful to the company for taking the desired decisions on various aspects.

DETERMINATION THE SAMPLE PLAN AND SAMPLE SIZE

TARGET POPULATION

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (i.e.; age, sex etc.).

The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area. Topic areas: Governance, Accountability and Evaluation, Operations Management and Leadership. A

population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population I want to make conclude an ideal situation; the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended.

SAMPLE SIZE

This involves figuring out how many samples one need. The numbers of samples you need are affected by the following factors:

I have targeted 50 people for the purpose of the research. The target population influences the sample size. The target population represents there Bangalore. . The people were from different professional backgrounds. The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.

SIGNIFICANCE OF STUDY

Every research is conducted to fulfill certain objective and these objectives in turn fulfill some purpose.

The need of the study arises because of the reason that a trainee must understand the company, its achievements and tasks, products and services and also to collect information about its products and services offered to customer through collecting their views as per their perception about company. So that, after understanding and collecting information about the organization performance in eyes of customer, a trainee will be able to work well for the organization.

This hands on experience helps him in identifying the critical factor of changing consumer perception. It provides a feedback to the organization about their sales schemes and what impact does it have on the consumer. It helps the firm acquire a better understanding of the buyer thinking. The very essence of every project related to marketing is providing a view to management for chalk out the organization. So that they can maintain a viable fit between the organization objective, skill and resources and its changing market opportunities.

Also give proper shape to the company business target profit and growth. It also aids the formulation of marketing mix, decision on each element of marketing mix, product, distribution and promotion and pricing etc need the support of marketing research.

LIMITATION OF THE STUDY

The most likely argument is not getting enough return on their investment so it's difficult for them to invest at this point of time.

Some of the customers are satisfied with the present status of their business. They don't want to expand further due to limited resources or lack of vision and to avoid risk. For e.g. if company gets regular order from government, shows no interest to online promotional services. The price factor also plays key

role in generating leads because aware customers are likely to respond to that services which offer maximum advantage at minimum cost. For e.g. tradeindia .com provides almost same services but at considerably low amount as compared toindiamart.com.

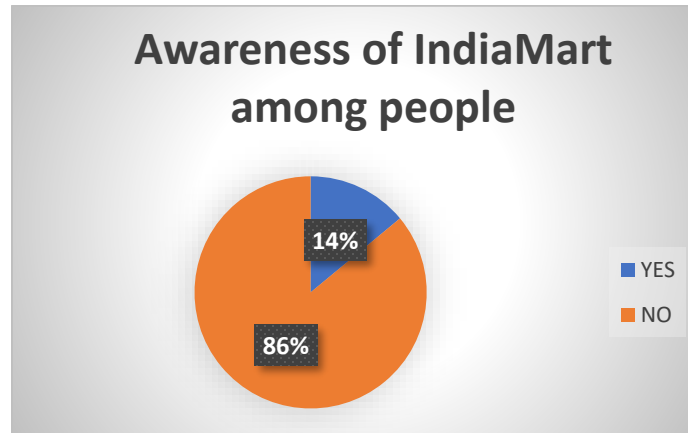
Some of the clients are not able to afford the cost or price thatindiamart.com offers. It necessities keeping record of their status at regular interval. For e.g. with the help of appointment at regular intervals, the probability of converting the prospect into regular client can be found out.

Many of the clients had bad experience as a result they have withdrawn from it. The most likely reasons are unsatisfactory inquiries and fake inquiries. Some of them had suffered heavy losses by accepting those fake enquiries.

Most of the organization is controlled from their respective headquarters as a result the decision remains pending for a long period of time. Regular follow up is required to maintain their proper status. Some of the organization have their own web pages and also have contacts of website developers who help them to develop website for companies in more cost effective way.

DATA ANALYSIS AND INTERPRETATION

Awareness of IndiaMart among the people!

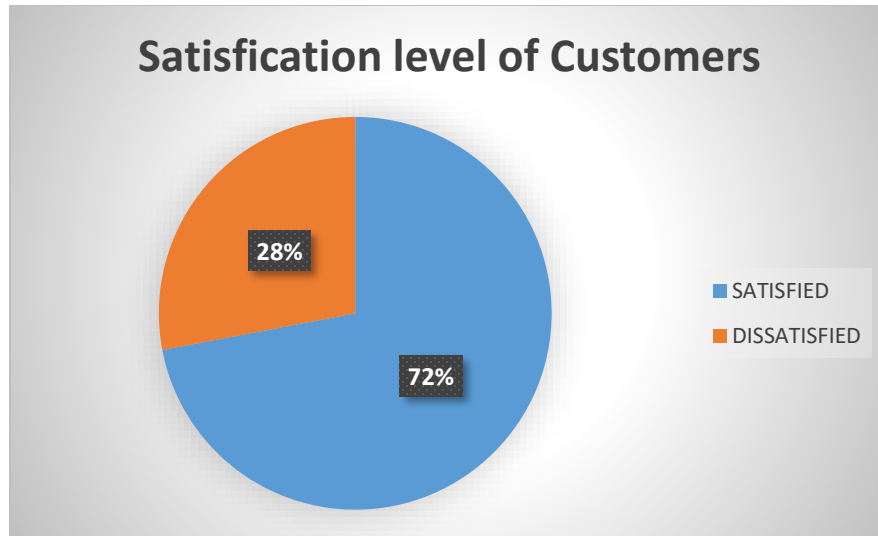


Interpretation

Although there is sufficiently high brand equity among the target audience yet, it is to be noted that from 100 customers only 14% are aware about the facilities provided by IndiaMart and rest 86% are not aware of the facilities provided by the company meaning thereby, that, the company should concentrate more towards promotional tools and increase its focus on product awareness along with brand awareness.

Result of satisfaction level among customers with IndiaMart

satisfaction level among customers



Graph 2:- Result of satisfaction level among customers with IndiaMart

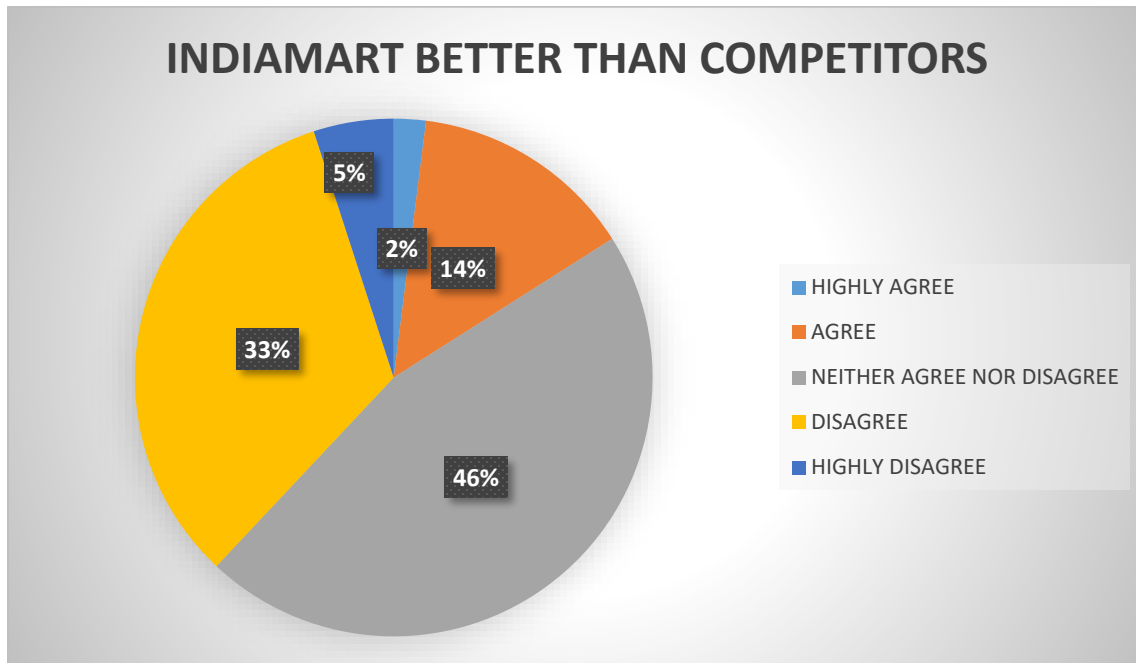
Interpretation

Here we can easily see that from 100 customers, 72% are satisfied with the services of the company but apart from them rest of 28% is completely dissatisfied with the services of the company.

This pie-chart corroborate the fact that Strategic marketing, today, has gone beyond only meeting Sales targets and generating profit volumes. It shows that all the competitors are striving hard not only to woo the customers but also to make them Brand loyal by generating customer satisfaction.

Once the customer will be satisfied then only they will become loyal otherwise the company not only loses them but also will their reference customer.

Company services is better than competitors



Graph :- Result of company services is better than competitors

Interpretation

While asking about whether the INDIAMART services are better from the other competitors or not the response I got from the respondents that only 2% were highly agree 14% were agree, 46% were neither agree nor disagree, 33% were disagree while 5% were highly disagree. The respondents who were highly disagree was the result of delay in services and more charges as compared to other competitors.

Testimonials

I have been using many b2b services for promotion of my business But honestly Indiamart is class apart with excellent customer support and excellent quality of exclusive buyer inquiries Today Indiamart is Number 1 Portal of India and it is my honor to be associated with indiamart Services given by Indiamart cannot be paid in money because it is priceless.

Kunal gupta

Dgara Tiles Noida

‘As far as appreciation goes, we are of the idea that IndiaMART does not need any further appreciation, as the company’s name is good enough to represent the foothold in the market with qualitative service back up to its customers. However as given an opportunity we would like to quote IndiaMART as “Best Channel of Advertising & Spreading Awareness about the Company in the Respected Business Arena’

Mr. Nitin Nagpal

Man Behind Nalsons

‘IndiaMART.com has been instrumental in helping us to generate good volume of business in Home Furnishings & Textile related products. We are proud to be a business member of IndiaMART.com for the last two years. We have yielded lot of genuine buyers all over the world. We are highly grateful to IndiaMART for Business helping us in boosting our business globally’

Mr. N.V. Subramaniam (Business Partner)

Quality Exports

‘IndiaMART.COM have been instrumental in promoting our Home Textile products all over the world. They have helped us to get good volume of business through their promotion.’We

are happy to be associated with IndiaMART.COM and would like to continue this relationship in the future’

P. Balasubramanian

MAXCOP

‘Your website should be candidate to Nobel Prize. I am simply astonished by its simplicity and efficiency. You will rank first one day! Thanks to exist! I will indicate your website as ultimate term of comparison’

Alessandro Gattinoni

World Trade Center East Lombardy Brescia Italy

‘We would like to congratulate India mart. We are on many similar programs around the world and yours is the best. We get enquiries from manufacturers around the world which must go into your programs. We get more offers from factories in Poland through India mart than their programs in Poland. Keep up the good work’

Jiaxing Tractor Company

Australia

‘Thanks a lot guys. Because of the listing you provided, i got lots of enquiries, many of which were cemented’

Raghu Nandan

The Bangalore Trading Co.

‘I am happy that you replied to my email so quickly. You have given me the feeling that I am into the right hands and all my requests would be answered. It is service such as this which makes organizations successful and I thank you very much’

Gregory Sutherland

DSR Trading Co. Ltd.

‘I am an Indian student at the Imperial College of Science, Technology and Medicine in London. I am currently doing a project on the Indian leather industry. Frankly, I was really amazed to see such a rich site come up just on clicking for leather industry in India on AltaVista’

Gaurav Joshi

‘One of the most interactive trading zone on the net, that I came accross was -IndiaMART....’

Monica Halan

The Economic Times

‘I find your service very usefull in detecting the true buyers’

N.K. Kankani

India Glazes Ltd.

‘Congratulations! You will be glad to know that your site has been nominated as one of the TOP 25 INDIAN WEB SITES OF 1997 by PC WORLD (INDIA) in its December issue. We, at PC WORLD would like to applaud you for your excellent efforts and also hope that you keep up the good work and continue to merit such recognition in future as well’

Ashish Bhatia

PC World (India)

‘Compliments for an interesting Web Site ! Please keep up the good work for the Indian Industry’

Rohit Dalvi (Market Support Manager)

Crompton Greaves Ltd.

FINDINGS

- According to the analysis I did earlier I found that consumers are more inclined towards buying products and services online that to the digital era which ultimately helped IndiaMart increase its sales and therefore generated more profit.
- While conversing with the consumers I got to know that the affinity in consumers for collecting information about a product before purchasing is quite high and as IndiaMart always keeps its employees posted about every little detail about each and every product, the consumers were really satisfied with the services they got.
- IndiaMart has been doing quite good when it comes to promoting its services but when compared with other players in the market it's still falling a bit behind. Therefore, it should redesign its promotional strategies to capture more market.
- The company should increase the number of advertisements through various mediums to remind present as well as to aware new customer about its services so that it can reach to every corner of the country
- The company should solve the problems of the customer's quickly because delay in this will make them dissatisfied and they will not provide the reference of any customers.
- The company is always known for its good after sale services therefore the company should focus more on delighting consumers with gift vouchers and coupons to spread a good mouth about the company.

LIMITATIONS

Following are some limitations which affect our performance in the organization.

Indiamart.com is providing eminent facilities so as to increase and maintain the performance of each and every employee in the organization.

- The basic problem that everyone faces today is of recession. The same case is with small scale sectors. The most likely argument is not getting enough return on their investment so it's difficult for us to invest at this point of time.

- Some of the customers are satisfied with the present status of their business. They don't want to expand further due to limited resources or lack of vision and like to avoid risk. For e.g. if company gets regular order from government, shows no interest to online promotional services.
- The price factor also plays key role in generating leads because aware customers are likely to respond to that services which offer maximum advantage at minimum cost. For e.g. tradeindia.com provides almost same services but at considerably low amount as compared to indiamart.com.
- Some of the clients are not able to afford the cost or price that indiamart.com offers. It necessitates keeping record of their status at regular interval. For e.g. with the help of appointment at regular intervals, the probability of converting the prospect into regular client can be found out. Many of the clients had bad experiences as a result they have withdrawn from it. The most likely reasons are unsatisfactory inquiries and fake inquiries. Some of them had suffered heavy losses by accepting those fake inquiries.
- Most of the organizations are controlled from their respective headquarters as a result the decision remains pending for a long period of time. Regular follow up is required to maintain their proper status.
- The absence of respective departmental head because of meetings or on leave requires follow up on continuous basis.
- Some of the clients are very satisfied with their business as they are generating enough business locally.

RECOMMENDATION

Company should have a scheme of rewards and recognition to employees and the field persons to boost their motivation.

Rs24000 promotion charges are too high when targeting a corporate so the company should be flexible on this amount.

After sales services and follow up calls are important for getting new references so trained telesales should be appointed for this purpose whose sole work should be to make feedback calls.

Make the complaint process and complaint redressal process easy so that there is a scope of improvement to identify regions where promotions are required.

The company needs to go for aggressive advertisement campaign Increase two way communications between the company and the client Company should contact with their clients regularly for knowing the problems faced by them.

This will result in additional customer base by getting further references from satisfied clients.

The Company should give training to the customers and keep seminars for the customers.

CONCLUSION

The main purpose of Summer Internship Program (SIP) is to gain practical knowledge and apply our skills in practical and real environment.

It is the time when we have to sharpen our skills, abilities and knowledge which would help me in getting final placement.

In Indiamart.com, I have got an opportunity to explore my potential. By preparing extensive research reports we have attained fundamental knowledge of online promotional services, its scope and its importance in coming years.

I have also come across various technicalities related to online promotional services.

I am very confident that after completing my internship in Indiamart.com Company I would have mastered in various online promotional services.

ACHIVEMENTS FROM THE INTERNSHIP

- Understood the concept of “online promotional services”
- Types of schemes available in online marketing.
- Got knowledge of how the organization functions.
- How to interact with clients.
- Understanding client’s perception.
- Handling client queries and objections.

- Filling up questionnaire forms, Performa invoices, Know your client (KYC)
- Requirements.
- Understood concept of B2B portals, online marketing and mass advertising.
- Understood functioning of organizational hierarchy
- All formal communication channels used in organization
- How organization does measures performance of their employees.
- How to develop and maintain corporate relationship, etc.

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