



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY  
& MANAGEMENT STUDIES

**SUMMER INTERNSHIP REPORT 2021**

***STUDENT NAME:***

Pritipragyan Nanda

***BPUT REGD. NO.:***

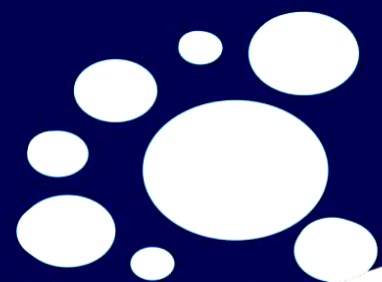
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***INTERNAL GUIDE:***

Dr. Varun Agarwal  
Prof. (Marketing)

***EXTERNAL GUIDE***

Swadhin Kumar  
Business Consultant.



**A PROJECT REPORT**

**ON**

**“BUSINESS NETWORKING AND RELATIONSHIP BUILDING VIA KEY  
MARKETING INITIATIVE”**

**A PROJECT REPORT**

**SUBMITTED TO**

**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY,  
ODISHA**

In partial fulfilment of the requirement for the degree of MBA 2020-22

**SUBMITTED BY**

**PRITIPRAGYAN NANADA**

BPUT REGD. No. - 2006258144

**UNDER THE GUIDANCE OF**

**Mr. SWADHIN KUMAR**

Business Consultant

**INTERNAL GUIDE – Dr. VARUN AGARWAL**



## **ACKNOWLEDGEMENT**

I express my true thanks and thankfulness to each one of those with whom I had the chance to work and whose contemplation and experiences, approach and thoughts have helped me in assisting my insight and comprehension of the topic, that I have prepared for the project. My true appreciation goes to my corporate guide Mr. Swadhin Kumar, Mr. Saroj Senapati, CLANS MACHINA, for their important and persistent help in the internship by helping me learn and guide me in finishing this project. Last but not the least I would like to thank the HR team of CLANS MACHINA for providing me with this wonderful opportunity and the platform to shape my career and excel in my academic and practical knowledge through this summer internship.

NAME-PRITIPRAGYAN NANDA

REGD. NO-2006258144

MBA (2020-2022)

BIITM, Bhubaneswar.

## **DECLARATION**

I PRITIPRAGYAN NANDA, of batch 2020-22, BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, hereby declare that this project report titled “*BUSINESS DEVELOPMENT WITH ONLINE BLOGS, INTERACTIVE CONTENT AND MARKET PLACES*” & “BUSINESS NETWORKING AND RELATIONSHIP BUILDING VIA KEY MARKETING INITIATIVE” submitted by me to CLANS MACHINA under the guidance of Mr. SWADHIN KUMAR, CLANS MACHINA, sincerely regret any unintended discrepancies in this report.

This summer internship report has the requisite standard for the partial fulfilment of the MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other report and the contents are based on live experiences that I faced during a period of 75 days from 3<sup>rd</sup> June 2021 to 19<sup>th</sup> August 2021.

PRITIPRAGYAN NANDA

2006258144

MBA (2020-2022)

BIITM, Bhubaneswar.

Signature: -

## **INTERNAL GUIDE CERTIFICATE**

This is to certify that the project report entitled “Business NETWORKING AND RELATIONSHIP BUILDING VIA KEY MARKETING INITIATIVE” at **CLANS MACHINA** Bhubaneswar has been prepared by Miss. Pritipragyan Nanda under my supervision and guidelines, for the partial fulfilment for the degree of MBA. Her work has been satisfactory.

Name –Dr. VARUN AGARWAL

Marketing Dept.

BIITM, Bhubaneswar.

Signature

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## **EXECUTIVE SUMMARY**

During the Internship period we were given several tasks, in the first few weeks we were given with some assignments after that we were assigned for cold calls to prospect franchisee in our allotted area, we call them Clans Business Consultants (CBC). In this task we had to create awareness among prospects and fix a meeting to offer them a franchise. To make the cold calls we had generate leads through google, just dial and India mart. Our 2<sup>nd</sup> task was to meet the prospects with our seniors in the organisation and try to convert the lead. 3<sup>rd</sup> task was to look for potential leads for Clans product discuss the requirement, generate a quotation and visit them to finalize and negotiate the deal. The analysis of the project based on the review taken on cold calls and questionnaire shared. From the analysis it has been observed that almost 80% plus of the prospects contacted were unaware of Brand and their products and services. And for creating awareness during the internship we reached out to prospect franchisee and consumers and aware them about the Clans and its offerings.

# **INTRODUCTION**

## **About the Company:**

Clans Machina is one of the growing companies in the line of production and manufacturing of elevators & Escalators in the capital goods industry today. Clans Machina is among the eminent firms in the eastern region of India. It offers end to end vertical transportation solutions with smart technology, quality materials and an affordable price. It provides Solutions of new installations, maintenance for Elevators, Escalators, Parking Systems, Automatic Doors, Vending Machines as per the needs of the consumer. Clans Machina is armed with in-depth knowledge and extensive expertise in the realm of infrastructure and services of vertical transportation products. It is known for offering quality and great performing products. They are an ISO 9001:2015 and ISO 45001:2018 Certified fastest growing company in the vertical transport industry.

## **A timeline of the company history**

### **2006-2010**

Oriensol Systems Pvt Ltd was founded in the year 2006 and successfully completed many prestigious Projects with appreciation. Company adhere to strict to professional standards. The company have formed effective and efficient systems and are in a position to provide service to any scale of mechanical project in the short time span. company believes in excellence through continual improvement in all our activities. The company is grateful to its customers for their trust and continuous support. Company's all-time objective is Customer delight and happy employees. Oriensol Systems Pvt Ltd awarded and recognized by Many MNCs and Public Sector Units (PSU) for the commitments and EHS practice. The company is certified under ISO and Crisil rated moderate level for high growth.

### **2010-2015**

Due to the hard-core effort of the leaders, Company achieved many successes and started its own manufacturing (CLANSMACHINA) Units for engineering works. In 2013, a new Company added in group named as Blu Engineers Pvt Ltd (CLANS



MACHINA) and executed designing, manufacturing and installation of Elevators, Escalators and Parking Systems. In fact, in a short time, it became one of the leading manufacturers across India. Blu Engineers successfully undergone ISO 9001 for quality and ISO 45001 for safety measures. The products and solutions designed by the Company is value for money and empower smart cities with smart solutions. It became one stop solution for all elevator requirements and in a short period it installed more than 400 Elevators throughout the Country.

## **2015-2021**

With the good will of parental companies like Oriensol, BLU-Clans Machina the group started its operations across the Country with 12 branches. The continuous repeat orders of existing customers made the company more confident and gradually added more products in the company profile which help people to make life smarter, much more-safer and quite easier. Now the company have many segments and many products, but never diverted from the origin to contribute the maximum to make society smarter and human life easier and safe.

During Covid-19 situation the company started manufacturing disinfection systems, sanitizers, UV and many more to meet the requirements of the society in the very crucial time. The company have started up with 2 companies Jolly Belly, Room+Bloom and added brand value and more trust.

## **COMPANY PROFILE**

### **ABOUT THE COMPANY**

**CLANS MACHINA** is one of the growing companies in the line of production and manufacturing of Elevators & Escalators in the market today. Clans Machina is among the eminent firms in the eastern region of India. It offers end to end vertical transportation solutions with smart technology, quality materials with affordable price. It provides solutions for Elevators, Escalators, and Parking Systems, Auto gates in the terms of New Installations, Maintenance, Spares and Modernizations as per the needs of the consumer. It is armed with in-depth knowledge and extensive expertise in the realm of infrastructure and services of vertical transportation products. It is known for offering quality and great performing products.

It offers all types of Elevators, Escalator, parking Systems and Auto gates, Cater to residential, Commercial, Industrial, and Hospital Need. Our Products are designed to Offer Superior Performance under a Wide range of Environmental Conditions in India, keeping in Mind harsh Climates, Uncertain Power Supply, and Specific Application

They are an ISO 9001:2015 and ISO 45001:2018 Certified fastest growing company in the vertical transport industry. They have 300+ Customers at various locations in India and abroad. They have installed 450+ Elevators, 12 Escalators, and 42 Doors as of today and the count is increasing.

Orien sol Systems Pvt Ltd was started within the year 2006. The corporate has fashioned effective and economical systems and area unit in an exceedingly position to supply service to any scale of mechanical project They tend to area unit awarded and recognized by several MNCs and Public Sector Units for our commitments and EHS apply.

Due to the coterie effort of the leaders, Company achieved several successes and commenced its own producing (CLANS MACHINA) Units for Engineering Works. A brand-new Company further in cluster (CLANS MACHINA) and dead planning, producing and installation of Elevators, Escalators and Parking Systems.

With the great can of Parental firms like Orien sol, Clans Machina, the cluster started its operations across the Country with twelve branches. the continual repeat orders of existing customers created additional assured and step by step further additional product within the Company profile that facilitate folks to form life smarter, safer and easier. Currently we've several segments and lots of product, Throughout Covid-19 state of affairs Clans started their new area Clans Bizz and Clans Life and started producing medical aid Systems, Sanitizers, ultraviolet and lots of additional to fulfill the wants of the society within the crucial time.

## **Product Line of Clans Machina:**

1. **Elevators:** Clans Machina manufactures and provides service, maintenance and installation of all type of elevator. But basically, deals in 7 types of elevator.

➤ **Passenger Elevator:**



- AZURE SERIES (Affordable Elevator)
- BLIZZARD SERIES (Standard Elevator)
- CELESTE SERIES (Classic Elevators)
- DENIM SERIES (Hi-tech Elevators)

➤ **Home Elevator**



➤ **Capsule Elevator**



➤ **Hospital / Stretcher Elevator**



➤ **Goods Elevator**



➤ **Auto Mobile Car elevator**



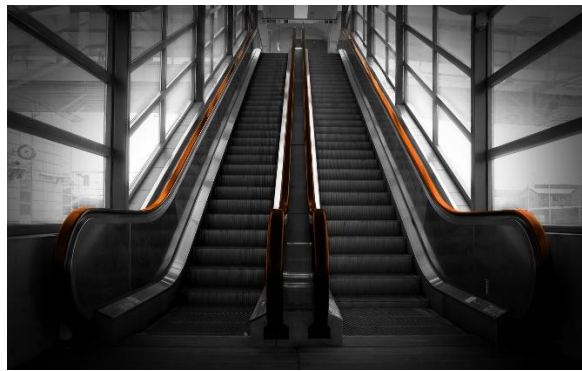
➤ **Dumb Waiter Elevator**



**2. Escalators:**

Clans manufactures Escalators and Auto walks used for indoors and outdoors. Every Escalator and auto walk are equipped with upgraded technology, power saving and safety features which gives surety of low noise, decent, best product life, cost-effective and improved safety. In current scenario company only produces 2 variety of escalators such as.

- **CES01: -**



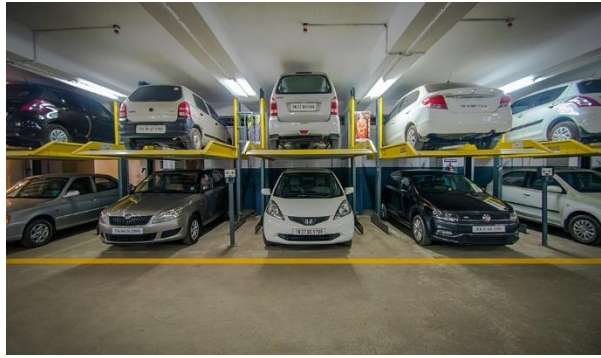
- **CES02: -**



### 3. **Parking System:**

Clans provide a world class parking system for your elite infrastructure, to fit the specified requirement of our clients. Our delivery system runs on the smooth structure and timely delivery of our products is assured by us on all levels.

#### ➤ **Stack Parking System**



#### ➤ **Puzzle Parking System**



#### ➤ **Tower Car Parking System**



#### **4. Automatic Gates**



#### **5. Modernization**

Modernization brings you these key benefits when your system is starting to lose its shine and performance – for significantly less than a new lift. Easy, Efficient, and Affordable Modernization solutions for old elevators. Unlike any machine, an elevator has a certain working life cycle after which it ceases to work or gives repeated complaints even after periodic repair & maintenance.

As an elevator system ages, its maintenance and operating costs increase over time and it may no longer be performing well enough to deliver service on par with new buildings in the vicinity.

## **LITERATURE REVIEW**

Lead generation (commonly abbreviated as lead-gen) is a marketing term that refers to the creation or generation of prospective consumer interest or inquiry into a business' products or services. A lead is a sign-up for an advertiser offer that includes contact information and demographic information. There are two types of leads in the lead generation market.

1. **Sales leads:** Sales leads are generated on the basis of demographic criteria such as FICO score, income, age, HHI, etc. These leads are resold to multiple advertisers. Sales leads are typically followed up through phone calls by the sales force. Sales leads are commonly found in the mortgage, insurance and finance markets.
2. **Marketing leads:** Marketing leads are brand-specific leads generated for a unique advertiser offer. In direct contrast to sales leads, marketing leads are sold only once. Because transparency is a necessary requisite for generating marketing leads, marketing lead campaigns can be optimized by mapping leads to their sources. The nature of lead generation depends entirely on the decision process of the buyer. For complex products and services requiring a complex decision process, the keys are identifying the most likely prospects and then educating and qualifying them before deploying more expensive sales resources. Successful lead generation is one of those things that is going to lead almost any business to massive successes. Branding tools, building effective lists and providing value are the activities that lead to success of the business.
3. **Lead Generation Techniques:** Most of the fastest growing B2B companies do not rely solely on just one sales lead generation method. They have a complete arsenal of sales lead generation tools at their fingertips that they can use at any given time.

By using these eight proven B2B sales lead generation methods, you will capture more sales-ready opportunities for your sales people to turn into new business, meaning greater sales revenue and profits for your company.

- **Relationship marketing:** Relationship marketing is the approach underlying all of the "sales-lead-generation success" methods. Sales lead generation using this method simply refers to cultivating a personal, sales-winning relationship with your prospects. Keeping in touch with prospects via a series of ongoing



communications and offers throughout your prospective customer's consideration processes lets you pick up sales others leave on the table.

- **Complementary partner referrals:** By joining forces with complementary partners, you can instantly multiply your sales lead generation pool and make it easier for companies to engage in doing business with you. Of all the sales lead generation programs, complementary partner referral programs generate the highest quality B2B sales leads.
- **Internet marketing and search engine optimization:** Business buyers are more sophisticated and getting harder to reach than ever. Studies show that about 90% of business buyers start with research on the Internet. Therefore, it's critical to have a well-tuned sales lead generation program that includes Search Engine Optimization (SEO)/Internet marketing strategies to attract prospects at the beginning of their buying cycle.
- **Telemarketing:** Even though many people despise the thought of telemarketing, it is very effective for sales lead generation when executed properly. Telemarketing is a personal marketing and sales lead generation technique that offers a cost-effective, efficient alternative to field selling, but it can be significantly more expensive than direct mail email. By including telemarketing in your B2B sales lead generation marketing plan, you can reach up to thirty decision-makers a day. In contrast, with field sales, you can reach only four or five decision-makers a day. Direct mail may cost as little as a dollar, and email is often much less. However, if you consistently prospect for and nurture leads via phone, you will consistently generate qualified sales leads.
- **Email publications:** By creating your own email newsletter, you could send out industry news and tips to suspects in your market. Since you will be on your prospects' minds more often than your competition, eventually, your sales leads will turn into actual sales.
- **Direct mail:** Sales letters can be an excellent sales lead generation method. But most sales and business professionals do not know how to use this lead generation technique effectively and efficiently.

- **Print advertising:** When done correctly, print advertising can be a highly effective sales lead generation activity. But these publications that deliver messages should directly target the audience.
- **Event marketing:** Whether you do it live, through the telephone (teleseminars) or via the Web (webinars), seminars and workshops are a great sales lead generation tool. People who attend the seminar have an interest in the information that is presented and a need for your product or service. Live seminars can be done inexpensively. Teleseminars are the least expensive, with the only costs being conference phone line rental and promotion fees. Webinars are more expensive but it creates a very interactive environment for attendees without having to leave the office.

## **PROJECT OBJECTIVE & RESEARCH METHODOLOGY:**

### **OBJECTIVE: -**

- Business Association with Clans Business Consultant.
- To analyse and study costumer's perception about the brand.
- Building Brand Awareness among target segment via Innovative & Creative use of social media strategies for a new age.

During the internship we the interns were assigned with 3-4 tasks, such as:

1. Initially we were given assignments to understand the capital goods market.
2. Backed with that cold calling to the dealers and firms related to construction and making them aware of Clans and their products and introducing them to the Clans Business Consultants (CBC) program and get them in the program.
3. Bringing strong leads of elevators for the company, and trying to convert them.

### **REASEARCH METHODOLOGY: -**

#### **Market Research:**

Research is the process which involves the well-structured research activity which is designed to collect relevant data from customers and channel partner to understand the behavior of customers and implemented to provide the data for solving important genuine and recurrent problems. Market research is a form of applied sociology that concentrates on understanding the behaviors, thoughts and preference, of consumer's economy, and aims to understand the effects and comparative success of market going on. Market research is a tool to find out the effect to any job had done and it can also be used to find out of job you are going to do. The purpose of methodology is to explain the acceptable procedure while we go through research work. It includes over all research design, data collection process, sampling process, field survey, analysis, procedure.

## Sources of data collection:

- **Primary Data:** Primary data are those data specially collected for problem in hand. In this study data are collected from primary sources to personal interview of individuals and retailers by survey method. This method of data collection is quite popular. These are the major methods of data collection in the research study.
  1. Data was collected through personal interviews via calls and discussion with the owner or purchase manager.
  2. With the help of cold calling or with the help of mail services.
- **Secondary Data:** Secondary data are those data which are collected already for some purpose and which is being used for the report or in other words data that is not collected by self and taken from some other sources is the secondary data. These are the major methods of Secondary data collection in the research study.
  1. Data was been collected with the help of the old records of clients.
  2. With the references of people or with the help of the internet sites.

## Definition of Research Design:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

### Types of research design:

- Exploratory research design.
- Descriptive research design.
- Casual or experimental research design.

### Exploratory research design:

Exploratory research studies are also termed as formularize research studies. The main purpose of such studies is that of formulating a problem for more precise investigation of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights.

Descriptive research design: Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Studies

concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research. Most of the social researches come under this category.

**Casual or experimental research design:**

Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables (like price, products, advertising and selling efforts or marketing strategies in general) on dependent variables (like sales volume, profits, and brand image and brand loyalty). It has more practical value in resolving marketing problems. We can set and test hypotheses by conducting experiments.

**Sampling Design:** Sampling design consists of:

**a) Sampling unit:** The construction sites, sales office in Bhubaneswar and Cuttack. There is total 358 Builders & Developers which are members of Confederation of Real Estate Developers' Associations of India (CREDAI) Odisha. Which accounts for 75% construction and development activity in Odisha.

**b) Sample Size:** It was taken sample size of 154 customers for this study.

**c) Sampling Procedure:** Simple Random sampling procedure was followed.

**d) Sampling Method:** Data were collected by meeting with some customers on constructions personally and some over phones.

# INDUSTRY ANALYSIS

## Elevators Market:

- Global elevators market registered exponential growth at a Compound Annual Growth Rate (CAGR) of over 9% from 2014 to 2018. Monumental growth of the building and construction industry along with increasing reliance on technology is underpinning growth of elevators market.
- Worldwide sales of elevators exceeded a valuation worth US\$ 65 Bn in 2018, and are estimated to grow by over 10% Y-O-Y in 2019.
- Asia Pacific will continue to be the leading market for elevators, with flourishing economies such as China and India at the forefront of demand. Elevator sales in Asia Pacific are predominantly upheld by increasing focus on infrastructure development and swift pace of urbanization across developing economies. In addition, Asia Pacific is also likely to emerge as a high growth market for elevators through 2029.
- Energy efficiency ranks among the top end-user considerations while choosing a specific elevator model. In line with the aforementioned, manufacturers are extensively focusing on development of elevators that offer energy and space saving benefits.



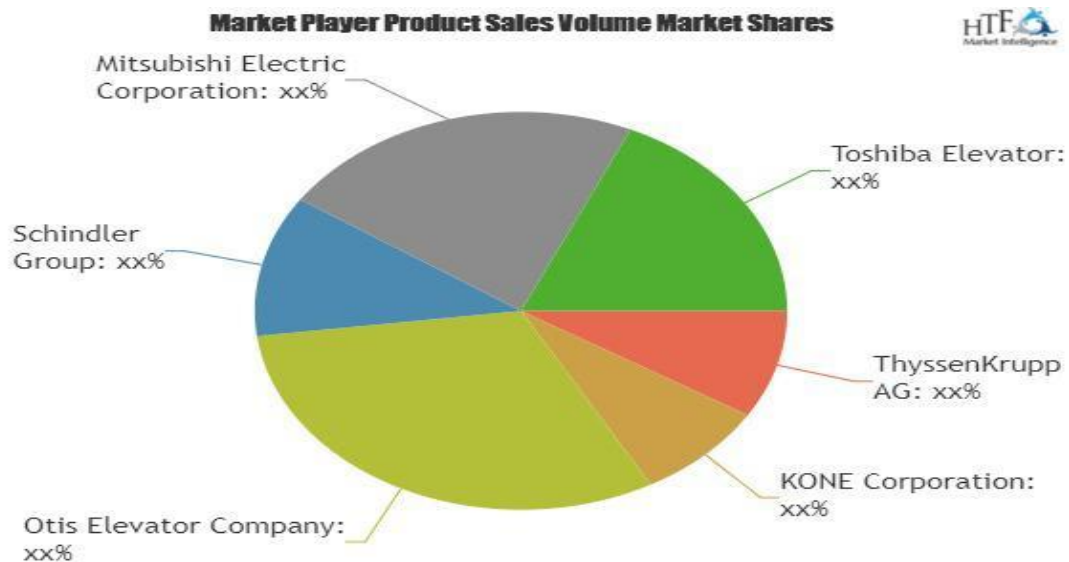
- Elevator market size valued at USD 82.29 billion in 2020 and will witness a CAGR of around 2.5% from 2021 to 2027. Proliferation in high-rise buildings & structures across the world is expected to increase the market share from the global vertical transportation sector.
- The elevator sector will witness significant growth owing to the growing number of high-rise buildings in developing economies from 2021 to 2027. Countries including China, the UAE, the U.S., and the UK have reported an unprecedented growth in skyscraper construction during past few years. This can be attributed to urbanization, a growth in income level, and rising construction expenditure of these countries. In 2020, Asia accounted for a share of over 60% of the world's 100 tallest building structures followed by the Middle East and North America with 20% and 14% share respectively. Such trends are forecast to drive the demand for elevators from 2021 to 2027.
- Rising need for maintenance & modernization of elevators is another growth enabling factor globally. Elevators are maintained under full-service contract agreements due to high labour costs and short service cycle. The global elevators & escalators installed base has been estimated to grow at a gradual rate by 2027. Growing concerns of aging infrastructure in North America and Europe are likely to drive the need for elevator services and modernization. However, the maintenance of elevators will largely be influenced by factors including equipment base, regulatory landscape, and service costs across different countries.

#### **Key Growth Drivers of Elevators & Escalators Market:**

- Rapid urbanization and the consequential proliferation of multi-storey buildings will continue to intensify the demand for elevators.
- A massive outpouring of investments in building and construction projects is likely to underpin growth of elevators market.
- Focus on upgrading infrastructure of industrial, commercial, and residential spaces is likely to set a buoyant tone for elevators market in 2019 and beyond.

- Escalating demand for elevators from industrial units for seamless transportation of heavy loads to various floors will continue to boost market revenues through 2029.

### **Key Players in the Industry:**



The elevator and escalator market are fragmented and the vendors are deploying growth strategies such as providing smart elevator installation to compete in the market. To make the most of the opportunities and recover from post COVID-19 impact, market vendors should focus more on the growth prospects in the fast-growing segments, while maintaining their positions in the slow-growing segments.

- In 2019, **Mitsubishi Electric** Corporation announced the official launch of NEXIEZ-LITE MRL elevator developed by its very own subsidiary i.e., ‘Mitsubishi Elevator India Private Limited (IMEC)’. This specific product will be added to its exclusive ‘NEXIEZ-LITE’ series of elevators for use in mid- and low-rise office space, hotels, and residencies in India. This product launch was aimed at leveraging prime opportunities in India, one of the leading elevator markets.
- In 2018, **ThyssenKrupp Elevator** - a leading player of the urban mobility space - announced the official launch of two new exclusive elevator families namely, ‘evolution’ and ‘synergy’ with an objective of offering customized mobility in Europe and Africa. These two new product launches were aimed at catering to increasing demand for elevators of the best quality, service, and design across the above-mentioned regions.



- **Otis Elevator Company** - Founded in 1853, the Otis Elevator Company has its official headquarters in Farmington, Connecticut, United States. The company is a subsidiary of the United Technologies Corporation and is involved in developing, manufacturing, and marketing of a wide range of escalators, elevators, moving walkways, and other mobility solutions.
- **KONE Oyj** - Founded in 1910, KONE Oyj has its official headquarters in Espoo, Finland. The company offers a wide range of elevators, escalators, and other solutions for modernization and maintenance. The company has total number of eight R&D centres and seven productions sites worldwide and offers industry-best services for developers, builders, designers, and architects. In 2018, KONE made an official announcement of its acquisition of the service & repair business of Eltec Elevator Ltd. This acquisition was aimed at delivering outstanding service to the customer bases spread across various regions. In addition, this acquisition was also a big step to strengthen the company's market foothold and ability to offer innovative elevator and escalator solutions.
- **The Schindler Group** - Founded in 1874, The Schindler Group has its official headquarters in Ebikon, Switzerland. Ranked among one of the leading providers of escalators and elevators, Schindler has successfully marked its presence across 100 countries. Schindler holds specialization in latest-technology engineering to develop mobility solutions offering seamless efficiency, safety, and reliability.
- **Fujitec Co., Ltd.** - Founded in 1948, Fujitec Co., Ltd. has its operational headquarters in Japan, the Americas, East Asia, South Asia, and Europe. The brand has its own legacy and specializes in development of standardized elevators, escalators, and modern mobility solutions.
- **Hitachi, Ltd.** - Founded in 1910, Hitachi, Ltd. has its official headquarters in Japan, Tokyo. The company operates in umpteen key business segments, which include social infrastructure & industrial systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, and others.

## **Key Regions for Elevator & Escalators Market:**



- Growing technological advancements, the rising popularity of smart intelligent elevator, rising number of multi-storied shopping centres & buildings, upcoming smart cities and growing concern for safety are the key growth drivers for the global elevator and escalator market.
- The robust growing construction industry is providing growth opportunities for the market during the forecast period. Busy time schedules and increased number of geriatric populations necessitate the facility of escalator and elevator in residential apartments across the globe.
- Elevator and Escalator Market is segmented by technology, by product, by service, by the end user, and by region. Elevator and escalator market by type is segmented into elevator, escalator & moving walkways. Based on elevator technology elevator and escalator market is segmented into traction, machine room-less & hydraulic.
- New installation and maintenance & repair & modernization are service segments of elevator and escalator market. Commercial and residential are end users' segments of elevator and escalator market. Geographically elevator and escalator market are segmented into North America, Europe, Asia Pacific, Middle East & Africa, and Latin America.
- Elevator segment holds XX % of the market share. Elevator systems consist of a hydraulic elevator, geared elevator, non-geared elevator, and machine room less elevator (MRLs). Nowadays, MRLS are preferred over conventional geared elevator

as they are technologically advanced, save space and consume less energy.

- New installation as a service will witness the highest growth in the elevator & escalator market. A surge in the growth of the construction industry will ask for more and more installation. The second fastest growing sector is maintenance & repair, the reason being, all new and existing structures that are installed require periodical maintenance & repair for their smooth functioning. This makes the maintenance & repair market very lucrative and fast growing.
- Machine-room-less traction technology is the fastest-growing technology since it is more efficient and provides a smooth ride to its passengers. Newly designed permanent magnet motors (PMM) allow the manufacturers to locate the machines in the hoist way overhead, thus eliminating the need for a machine room, typically over the hoist way.
- Hydraulic and traction lifts are among the two most commonly used lifts in both residential and commercial buildings. Hydraulic elevator requires a lesser amount of space because their hoist way doesn't require as much space. Traction elevator is faster compared to their hydraulic counterparts.
- Asia region is anticipated to have the XX % of largest market share and expected to dominate the market during the forecast period, due to a growing number of opportunities in emerging markets, growing commercial, institutional, residential, and infrastructure industries and increasing population. Demand for elevator and escalator are increasing significantly in the developing countries, such as China and India.
- China held a XX % share in the market in 2017. Demand for elevator and escalator are also expected to upsurge in the Middle-East during the forecast period. The market for maintenance and modernization of elevator and escalator in the developed countries is expected to surge, due to their aging infrastructure and requirement for up-gradation.
- 85% of the market's growth will originate from Asia Pacific Accreditation Cooperation (APAC) during the forecast period. China, India, and Japan are the key markets for elevator and escalator market in APAC. Market growth in this region will be faster than the growth of the market in other regions.
- The development of smart cities due to the ever-increasing urban population will

facilitate the elevator and escalator market growth in APAC over the forecast period.

## **Revenue-generating Product Segments in the Elevator & Escalator**

### **Market:**

The elevator market has its revenue generation from new installations (unit and service), maintenance, and the modernization of elevators. Smart elevators are gaining popularity in skyscraper projects, as they reduce the waiting time and enable people to reach their destination floors in minimal time. Such technological advances in elevators will increase their adoption.

### **Future Insight:**

- Increasing demand for smart elevators is a key driver boosting the growth of the elevator and escalator market.
- The development of smart elevators is a result of the efforts to design energy-efficient elevators, which can also minimize the time taken to travel between the floors of a building.
- In smart elevators, when the user selects the destination floor, the elevator directs him or her to the elevator that will take them to the chosen floor with the least number of stops.
- The key advantages of a smart elevator over a traditional one includes improved energy efficiency, better control of elevator traffic, reduced wait times, and integrated access control features.
- The rapidly growing popularity of smart elevators and their augmenting demand are expected to drive the growth of the global elevator and escalator market.
- Construction activities are increasing globally due to the increasing focus on infrastructure development.
- Developed economies, such as the US, Canada, and countries in the European Union (EU), are focusing on improving their existing infrastructure.
- Developing countries, such as China and India, are also experiencing growth in opportunities in the building construction industry.

# **CUSTOMER ANALYSIS**

## **AWARENESS**

Awareness in basic terms- what number of individuals knows the brand? Usually, awareness is estimated through overview that solicits members an agreement from questions like which brand comes to your mind if want to purchase insurance? All in all, organizations measure unaided awareness – what percent of survey members referenced the brand with no sort of indication.

## **BRAND**

A brand is a thing, idea or service that is openly recognized from various product, service or idea with the goal that is very well may be effectively imparted and generally show cased. A brand name is a name of the indisputable products, idea or service. Branding is the route towards making and scattering the brand name. Branding can apply to the whole corporate identity just as to singular service and product names.

## **BRAND AWARENESS**

Brand awareness is likelihood that consumers are familiar about the life and accessibility of the product. It is how much consumers absolutely associate the brand with the particular product. It is estimated as ratio of specialty show case that as previous information of brand. Brand awareness incorporates both the brand recognition just brand recall.

Clans Machina even after its very good growth is still a new company and is in a growing stage and not many people know about the company. So, the company made a business plan of starting franchises, through franchising system they wanted to reach Pan India and create stores where potential customers can come and observe sample products and feel the quality of product the company is providing but due to huge investments and Covid situations the plan didn't go the way it was supposed to be the company received requests for franchise in a large number but were not ready to invest large amount of money. Therefore, the Clans with a new business plan i.e., Clans Business Consultant (CBC).

In this plan or program Clans had plan to get in contact and make a contract with every firm

and dealers which are directly or indirectly associated with construction activity such as Cement Dealers, Paint dealers, Architects, Builders, TMT bar suppliers, Brick Suppliers. In the program the interested can join as a dealer and they have to provide potential leads for any of the Clans products. The dealers will get Hoardings, banners and brochures for increasing brand awareness and attracting potential customers.

As this is a new program the company is giving offer to first 100 companies to join by only giving a deposit of ₹999 and after the 100<sup>th</sup> dealer every new dealer has to pay Rs ₹10,000 to join the program. The dealer can earn through commission for every converted lead they get a commission of 3%-5% for each product, for example if a CBC brings a potential lead of ₹10,00,000 and if the CBC or Clans is able to convert it then the CBC will be rewarded with 5% commission which is Rs ₹50,000. The CBC can also earn more incentives if they cross the monthly target. The target is in 3 levels, level 1 ₹15 Lacs, level-2 ₹30 Lacs, and Level-3 ₹50 Lacs. If they clear the target then they can receive bonus of ₹20,000 in level 1, ₹30,000 in level 2, ₹50,000 in level 3 and additional goodies. The dealers will also be taken to trips for the annual meetings.

During the Internship for increasing brand association with the program Clans Business Consultant (CBC) there was a target of Cold Calling minimum 30 calls every day and divide every call and recording the response and dividing into 4 types of responses Cold (call back, not interested), Warm (Call back, interested), Hot (Interested, meeting fixed), Super-Hot (Interested, deal about to closed). And recording the remarks of meeting fixed, call back, ringing not received, Interested, Not Interested, deal closed. This was to be done till there are no leads left in the allotted area to the intern.

Cold Calling is a form of telemarketing where we reach a potential customer who has not been in any interaction with the salesperson and has no knowledge about the product and services provided by the company. It is developed via forms of giving sales pitch using a script. Salesperson has to call from a list of potential customers that fits in the parameter and helps in increasing the sale. In cold call a salesperson should be willing to endure repeated rejection. Cold calling has a 2% success rate for the most skilled professionals. Consumer mostly dislikes cold calls and majority of the potential consumer will never listen to the pitch. As technology is advancing day by day cold calling has become undesirable and companies are going towards new marketing methods like Email, Text, and Social Media marketing. These methods have proven to be very efficient and effective in generating new leads for the

organization. As the technologies is upgrading day by day and rise in social media marketing, cold calling has received many criticisms.

For more analysis and awareness, a questionnaire was also shared to know the level of awareness Clans has in the current market and time. The questionnaire was shared with people of age group from 25 years to 50 years. It contained basic question if the respondent knew about the company or not and has used any of the products or not.

For the 1<sup>st</sup> and 2<sup>nd</sup> week the interns were given training on sales pitch.

From 3<sup>rd</sup> and 4<sup>th</sup> week the interns only had to call 4-5 dealers and analyse on their pitch and the type of response received from the Potential CBC Client.

From 5<sup>th</sup> week the interns had to start cold calling to more than 20 dealers/suppliers every day that can be potential CBC client and acknowledge them about the company Clans Machina and the program Clans Business Consultant.

From the 6<sup>th</sup> week the interns had to start reaching Builders by cold calling and reaching to many under construction site to increase awareness about the Company and proposing them a good offer for the required products which Clans can produce.

#### Hierarchy of effects

Purchase Stage 1: Awareness - The consumer winds up aware of classification, product or brand (normally through promoting)

Stage 2: Knowledge – The consumers find out about the brand (for e.g., sizes, price, availability, colours)

Stage 3: Liking – The consumers build up a positive or favourable attitude towards the brand.

Stage 4: Preference – The customers start to rate one brand above other practically identified brands.

Stage 5: Conviction – The consumers show a longing to buy (by means of assessment, examining, trial)

Stage 6: Purchase – The consumers gain the product.

#### Problems Faced during the Project:

It was an offline internship and there were many Covid restrictions. At the start of internship, the lockdown had just been removed and organizations were only allowed to open their offices for a very short time due to which every organization were in a huge time pressure and the organization didn't have sufficient time to talk to us and thus we were not able to

clear introduce about the company and program to them.

Due to Covid restriction it was also very difficult to set up physical meets with potential clients.

As the Lockdown had just been removed every organization was in a financially bad shape and was not interested and wanted to just go on concentrating in their current business.

As Covid cases in Odisha were still in high numbers it was very risky and we had to take many precautions in office and field visits.

When we were making Cold calls, the interns were not given any leads or numbers to calls. The interns had to find potential clients through web and use various websites such as Just dial and India Mart to get phone numbers of potential clients. In this process many numbers that we received from web were wrong or didn't exist this made us unable to reach to large no of potential clients.



# COMPETITOR ANALYSIS

## Major players:

### 1. Otis elevator

Origin - United States

Year Established-1853

Note- The largest elevator manufacturer in the world.

Logo- 

### 2. Schindler elevator

Origin-Switzerland

Year Established- 1874

Note- Second largest elevator manufacturer in the world, and the largest escalator manufacturer in the world.

Logo-  **Schindler**

### 3. Thyssenkrupp elevator

Origin- Germany

Year Established- 1999

Note- Third largest elevator manufacturer in the world.

Logo-  thyssenkrupp

#### 4. Kone elevator

Origin- Finland

Year Established- 1910

Note- Fourth largest elevator manufacturer in the world. It is also the pioneer of [machine room less](#) elevator system.



#### 5. Thyssen elevator

Origin- Germany

Year Established- 1871

Note- Defunct as part of the merger with Krupp to form [ThyssenKrupp](#).



#### 6. Dover elevator

Origin- United States

Year Established- 1955

Note- Formerly known as [Rotary Lift](#). Acquired by [Thyssen](#) in 1999.



#### 7. Express Lift

Origin- Northampton, United Kingdom

Year Established-1917

Note- Acquired by [Otis](#) in 1997.



#### 8. Sigma elevator

Origin- Changwon, South Korea

Year Established- 2000

Note- A subsidiary company of Otis Elevator Korea in South Korea, this is a brand for overseas/export markets. Basically, their elevators are Otis made in South Korea but branded as Sigma.



Logo-

### 9. Mitsubishi elevator

Origin- Japan

Year Established- 1931



Logo-

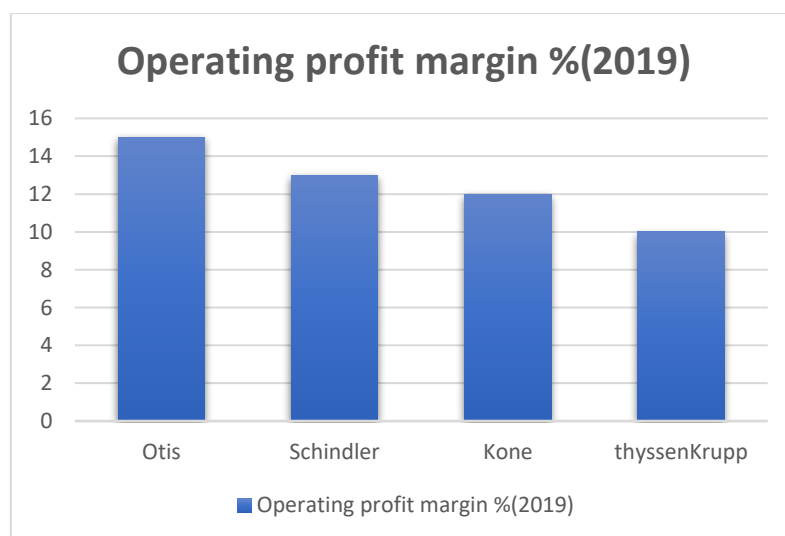
### 10. Hyundai elevator

Origin- South Korea

Year Established- 1984

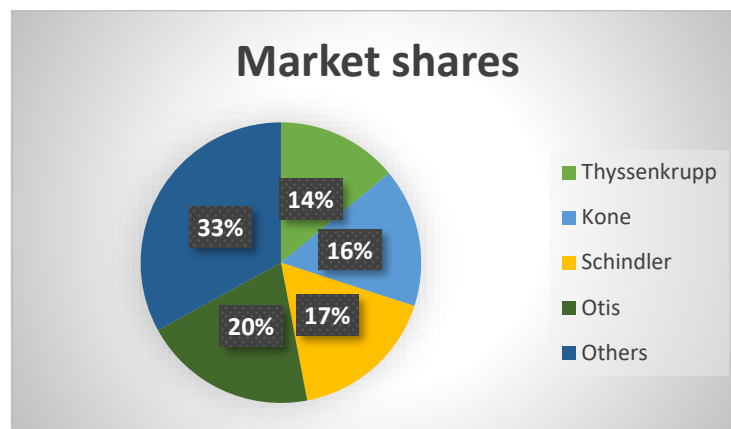
In capital goods industry it is very much necessary to have a proper idea about the competitors. Ever since humans first rode in an elevator more than a century ago we've been afraid of getting stuck in one (or worse). The related requirement that these modern marvels are serviced and upgraded regularly is pretty handy for industry leaders Otis, Kone, Schindler and Thyssenkrupp AG. The companies generate about half their elevator revenues this way, as oppose to the lower-margin sales of original equipment.

In good years Otis and Kone have achieved an operating return on sales in excess of 14% that's decent for the industrial sector, although a competitive Chinese market has made things more difficult lately.



(Source: - Company reports, Thyssen krupp margin refers to elevator division. Figures aren't adjusted but may not be directly comparable.)

Tough safety regulations and the need to support big teams of technicians are a natural defence against new competitors. The four companies I mentioned have locked up more than 60% of the elevator market. Three of them are European.



Source: Morgan Stanley

Shows elevator and escalators market shares.

### Price comparison

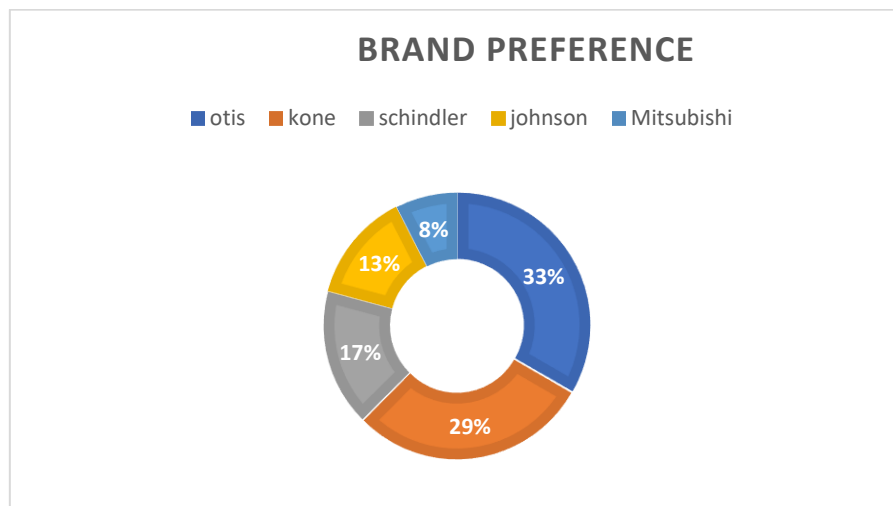
As we know India market is very much price sensitive but still, we need to assure our customers regarding the investments they are making for the safety and the qualitative products. Here comes a comparative sheet which provides details regarding the estimated investment one individual have to make for installation of the elevator.

Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8
SL NO.	NAME OF THE COMPANY	RICE (IN LAKHS)					
		C.E	S.E	H.E	P.E	G.E	Dw.E
1	V-star Engineers (opc) Pvt. Ltd.	7	8	6	4	2.5	2
2	Kaizel Engineers pvt ltd.	8	7.5	4.5	4.5	5	3.5
3	L.T Elevator Pvt Ltd.	6	7	5.5	-	5	-
4	Ultramodern elevators & escalators pvt ltd.	7	5	5	5	-	-
5	Arian Lift pvt ltd.	8.5	13	8	8.5	13	3
6	Jaqua elevators	7	7	4	3.5	3	4
7	R K Industries	-	13	6	6	8.5	-
8	AD elevators	7.5	9.5	4.3	5.5	6	-

## **ACTUAL WORK DONE**

1. Which brand comes to your mind when you think about elevator?

Types of Brands	Percentage
Otis	40
Kone	35
Schindler	20
Johnson	16
Mistubishi electric	9

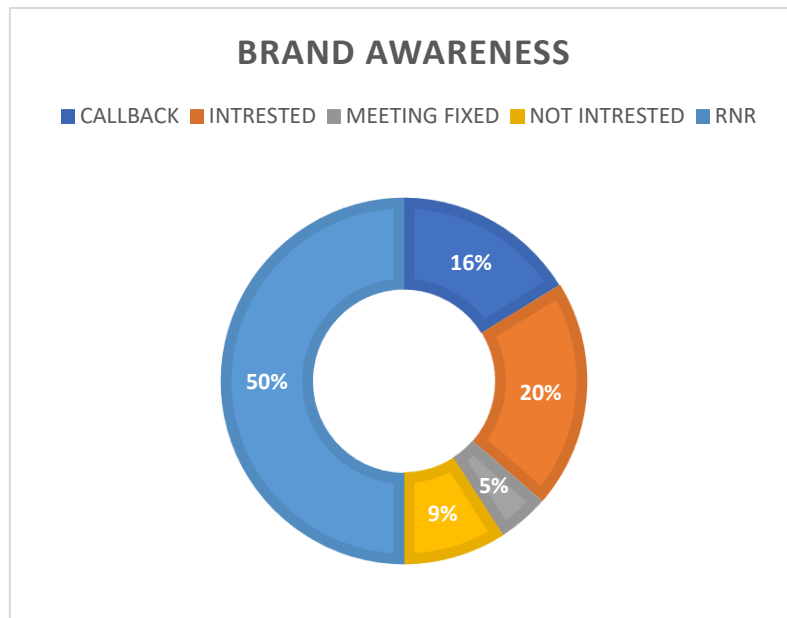


**Interpretation:** Above pie chart shows that 33% people are aware of Otis brand followed by Kone (29%), Schindler (17%), Johnson (13%), and Mitsubishi (6%). Thus, it results as, in Odisha most of the people prefer Otis and Kone as a brand.

2. Are you aware of CLANS MACHINA?

<b>TOTAL RESPONSES</b>	<b>154</b>
Call back	25
Interested	31

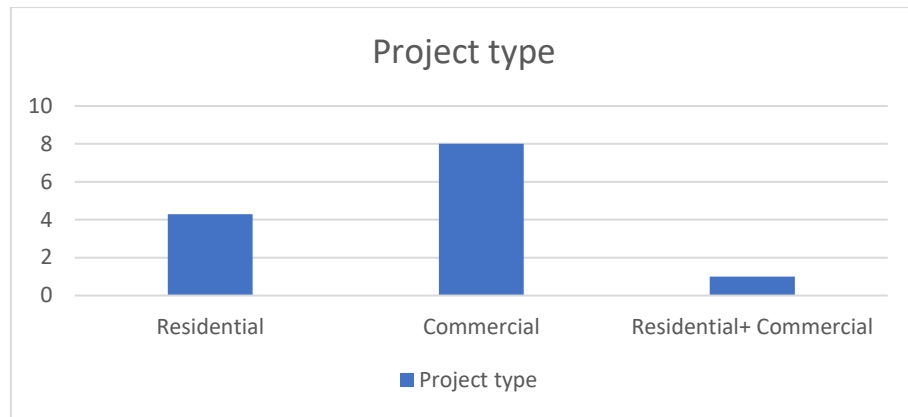
Meeting fixed	7
Not interested	14
RNR	77



**Interpretation:** This pie chart is based upon the cold calls that we have made from India Mart, just dials and google maps. So, the RNR percentage is 50%, interested client is at 20%, meeting for CBC is 5%, not interested clients are 9%, and call-back clients are of 16%

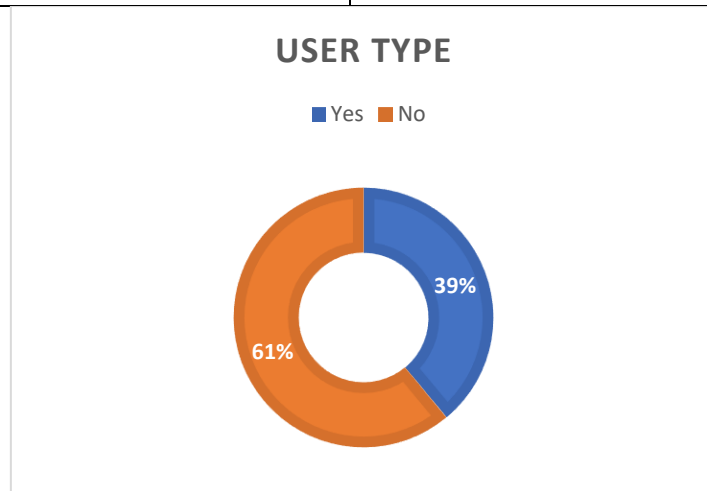
3. Which type of projects are you having?

<b>TOTAL RESPONSES</b>	12
Residential	3
Commercial	8
Residential +Commercial	1



4. Have you used any elevator for your project before?

<b>TOTAL RESPONSES</b>	154
YES	60
NO	94

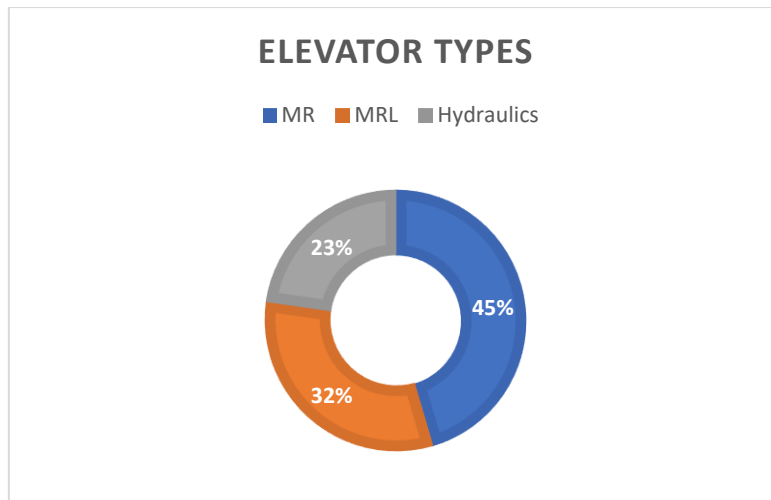


#### Interpretation:

Most of the clients (i.e., 61%) have not used elevators in past for their projects. Hence, there is requirement of more strategic approach of sales to the clients. Sales person should be able to differentiate company's product effectively.

5. Which type of elevator do you require?

Total responses	22
MR	10
MRL	7
Hydraulics	5

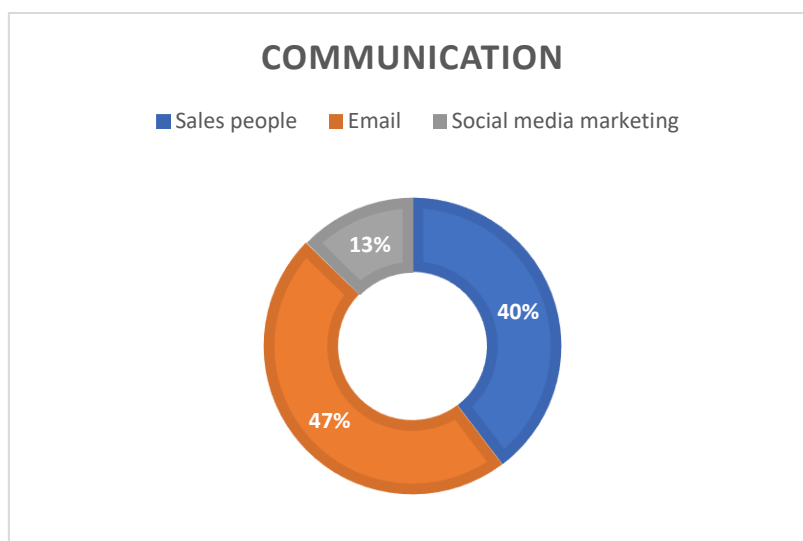


#### Interpretation:

Above pie chart shows that most of the customers (45%) prefer Machine room, followed by Machine room less (32%) elevator and hydraulics (23%) elevator.

6. Which type of communication medium do you prefer?

TOTAL RESPONSES	63
Sales people	25
Email	30
Social media	8



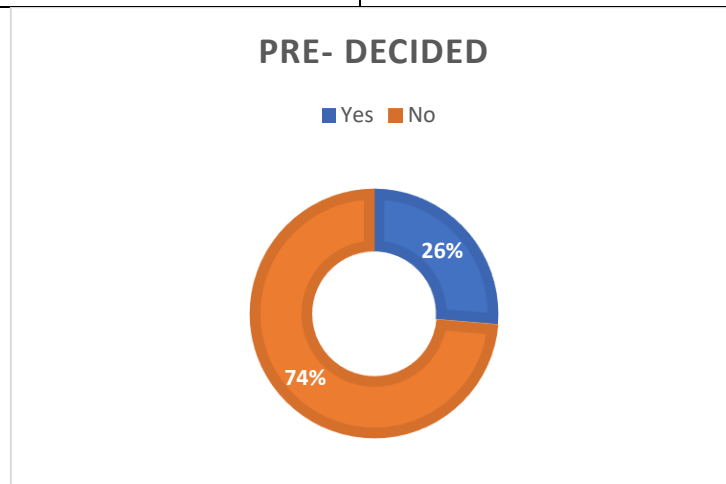


**Interference:**

Form above we can infer that most of the people (40%) prefer communication through sales people followed by E-mail (47%), and then social media (13%).

6. Have you decided any brand in elevator for your project?

TOTAL RESPONSES	38
YES	10
NO	28



**Interpretation:** Above pie chart shows that only 26% of builders have already decided Elevator Company for their current project. And majority of them i.e., 74% have not decided yet.

## **FINDINGS**

- The primary data collected from the clients by interviewing them and information collected by secondary sources led to the following key observations were made to meet objectives of the study.
- Data shows that the most of the people prefer minimal Price, Safety and Good service as a factor while choosing the elevators.
- It is observed during the research most of the customer give more importance to the cost of products followed by good quality. As these equipment's are expensive and its cost is directly charged to the clients, they also give cost as one of the main factors before buying.
- Majority of the customers prefer to have a demo before taking purchasing decision because of the high value of the product.
- It is observed that awareness about the Clans machina is somewhat very poor. About 70% of customers are not aware about Clans machina and 30% customers are well aware about it but not using right now. Because regular follow-up was not done up to the mark. It shows lack of promotion on a big extent.
- It is observed during the research that most of the customer prefer communication through sales people therefore Relationship marketing is main factor through which company can do business in the market.
- It has been observed that word of mouth is also have a good marketing effect on customer as most of the customer got to know about the elevator company from their personal sources.
- In the Survey, most of the construction where residential project, hence most of the client requirement was for the passenger lift.
- Most of the clients have used elevator in past projects. Hence, there is requirement of more strategic sales approach and sales person should be able differentiate company's Product form other competitors.
- Now-a-days the manufacturing industry has a tremendous growth and there is a lot of scope for new entrants in this industry.
- Lead generation is an essential key factor of personal selling process.

- Most of the personal selling occurs through relationship marketing and it is very essential to have a good relationship with the customers, that lead to future sales also.
- The price of the product plays a key role in selling process and customers like to purchase the product only when its results are practically proved with some evidence.
- Selling a less branded elevator is complex compared to that of a branded elevator.

This project helped to understand consumer behaviour how they react to new product, specification of new product, to their price, what are their needs and wants with respect to technologically evolving world.

Intern understand the standard format for reaching the prospect customer either by cold calling or by reference and to be in contact for longer period. This project gives insights about products specification, product technicalities, products demand in the market, other competitors for the product, some idea about demand and specifications of the competitor's product.

## **SUGGESTIONS**

- As the Clans machina equipment is little expensive because of its superior quality but still by educating about these products, it may lead to some tragic changes in the perception of customers as this matter is for safety of people.
- It is difficult to approach every builder as they don't have enough time to listen about the product. So, it is better to promote the product on real estate exhibitions, forums and special magazines.
- It is better to promote a branded equipment with the help of local reputed consumer serving as the representatives for the product. This will develop a trust and confidence among other customers. By doing so it will also develop a word-of-mouth publicity among the customers also.
- As in the tangible products industry people want to see it physically so demo should be arranged in strategic way which may alone persuade them to buy the product.

So, at the end I would say there are different people with different preferences some go with brand, some give more emphasis on quality and some gives more importance to cost. So, company could make strategies to satisfy each individual needs.

Relationships and references work a lot in this business as one customer visit many constructions. So, by making relationship with those customers may make company enter in many constructions.

A sale is never complete until it is referenceable. It could be done only when we provide solution according to customer need.

## **CONCLUSIONS**

In conclusion we can say that it has observed that Clans Machina being a newly formed company doesn't have much brand awareness and to grow more they need more brand awareness. More than 90% of people contacted don't have any idea about clans and have never used any product and services by clans. After doing the tasks we can say there has been creation of brand awareness among organization related to construction in Bhubaneswar and by continuing through this strategy it will cover Pan India in future. To capture the current market Clans has to provide products and services cheaper than its competitors. During the awareness program many organizations had a question of why to choose clans and why not choose any other MNC's like Johnson Mitsubishi, Kone or any local competitors and the answer to it is that Clans provide world class quality product and services and can give a great competition to current market leaders they need to create and brand awareness and provide quality product. They can spread awareness by promoting more in social media and search engine optimization. In the Initial stage of CBC program there will be less association as many organizations are not able to understand the benefits they can get through negligible investment and efforts. In a developing state like Odisha a CBC can earn around ₹10,00,000 - ₹15,00,000 in a year after only one-time investment of ₹10,000 in Clans and a little bit of effort. And with increase in CBC Clans can increase brand awareness and sales and grow in higher pace and capture the market

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