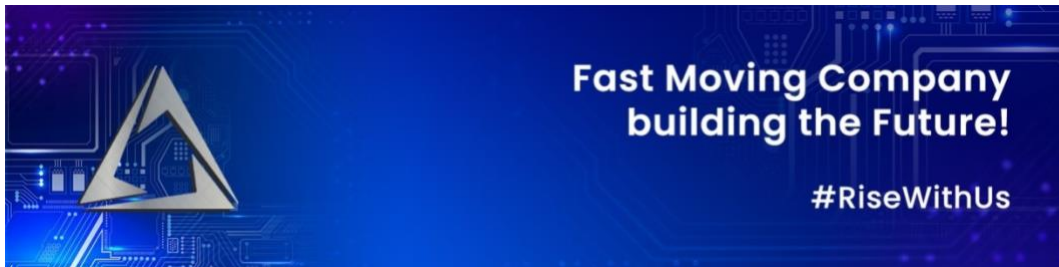




Biju Patnaik Institute of Information Technology & Management Studies

**A
PROJECT REPORT
ON
DIGITAL MARKETING OF CLAN MACHINA**



**BY
DIKSHA GUPTA
UNDER THE GUIDANCE OF
DR. VARUN AGARWAL
SUBMITTED TO
BIJU PATNAIK INSTITUTE
OF IT & MANAGEMENT STUDIES**





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DATE: 06 SEPTEMBER 2021

SUMMER INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

WE HEREBY CERTIFY THAT MISS.DIKSHA GUPTA, A FULL-TIME STUDENT OF "MASTER OF BUSINESS ADMINISTRATION" DEGREE COURSE 2020-2022, OF BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR, HAS UNDERGONE HER/HIS SUMMER INTERNSHIP AS MANDATED FOR THE COMPLETION OF THE ABOVE COURSE FROM BIITM, FOR A PERIOD OF 12 WEEKS STARTING FROM 1ST JUNE 2021 IN BUSINESS DEVELOPMENT.

THE TITLE AND SCOPE OF HER/HIS PROJECT WAS "BUSINESS ASSOCIATIONS AND NETWORKING WITH PROSPECTS THROUGH ONLINE PLATFORMS ANALYSIS OF SALES PROMOTION & ADVERTISING STRATEGY AND MEASURES TO IMPLEMENT IT." THE PROJECT WAS CARRIED OUT UNDER THE GUIDANCE OF MR. SWADHIN KUMAR, BUSINESS CONSULTANT, CLANS MACHINA.

WE FOUND HER/HIM TO BE A DEDICATED AND DILIGENT STUDENT. WE TAKE THIS OPPORTUNITY TO WISH HER/HIM EVERY SUCCESS IN HIS/HER FUTURE ENDEAVORS.

SINCERELY,

MISS. ANKITA PANDA
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CERTIFICATE

This is to certify that the project work titled, “**A STUDY ON DIGITAL MARKETING OF CLANS MACHINA**” is abonaafide work of Miss.DIKSHA GUPTA under the guidance and supervision during the session of 2020-2022 and carried out in partial fulfillment for the award of degree of Master Business Administration.

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DECLARATION

I, Miss. Diksha Gupta hereby declare that the project work titled, “A STUDY ON Digital marketing of Clans Machina” is the original work done by me and submitted to Biju Patnaik University of Technology, Odisha in fulfilment of requirement for the award of Master of Business Administration is a recorded of the work done by me under the supervision of Assistant Professor Marketing Dr.Varun Agarwal. This thesis has not formed before the basis of any degree, diploma or any similar titles.

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Date:-

Signature of the Student



ACKNOWLEDGEMENT

It is my honor to express my appreciation to various individuals that assisted me directly or indirectly in the completion of this project. Dr.Varun Agarwal, Professor at BIITM, and my corporate guide Mr.Swadhin Kumar, Business Consultant at Clans Machina, have my heartfelt gratitude for their sincere guidance. I am grateful to BIITM Director, Dean, Chairman, and faculty for their coordination and collaboration, as well as Dr.Varun Agarwal for her kind advice and encouragement. I am also grateful to all those who have kindly assisted me. I want to express my gratitude to every one of my friends who have helped me with the production of this project report in any way. They will always be in my debt.



PREFACE

The courses of MBA require one to under a summer internship with the end of the 2nd semester, so as to get a practical knowledge and understanding the aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course our study. The purpose of my research project is to study the “Digital marketing of Clans Machina”.



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CHAPTER – 1

INTRODUCTION



INTRODUCTION

'A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers" (American Marketing Association).

You can consider a brand because the idea or image people have in mind when pondering specific products, services, and activities of an organization, both in an exceedingly practical (e.g. "the shoe is light-weight") and emotional way (e.g. "the shoe makes me feel powerful"). it's therefore not just the physical features that make a brand but also the sentiments that customers develop towards the corporate or its product. this mixture of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or maybe the message communicated.

Broken brands within the world 'square measure hierarchal by a large sort of criteria, such as: - awareness, price, client heart, love appreciation, loyalty, etc. If you measure the success of brands like speed, throughout that the mark reaches the incumbent necessary strength parameters of the previous decades, and therefore the world really has made brands. Every year the importance of the net is increasing. For every whole it's necessary to make whole awareness. whole awareness was analyzed by the subsequent European authors. Promotional selling includes advertising, promotional material and commercial. whether or not you wish to tell the market, increase demand or differentiate a product, here is associate introduction to promotional selling which will assist you drive the traffic that you simply want for your product. However, obtaining additional attention from customers, keeping



them engaged, and making awareness concerning their whole with the audience is changing into additional challenging day by day. For this reason, it's changing into common for businesses to start out victimization free or paid web advertising; for the foremost half, they need begun victimization social media platforms as they are expected to any increase with time. When it involves tiny businesses, the bulk of them have restricted money resources further as restricted time to reveal their whole to customers before their competition will. This makes things difficult at the instant of capturing new customers and maintaining a whole relevant within the market; since at a similar time different business try to create their whole visible further. However, posting a company's product or service on the net and having a social media account isn't enough to create the whole become legendary and to face out from the remainder. once making web advertisements, or victimization social media as a tool for selling, businesses have to be compelled to utilize these platforms by perpetually developing content to stay up with their competitors and exceed them. what is more, to achieve all the potential these styles of advertisements ought to provide, businesses additionally have to be compelled to have clear objectives and a decent strategy to travel beside it. In any business it's common to use selling strategies; some firms even have a separate department that's dedicated to this specific task that relates to selling orientation. However, with the passage of your time, the selling sector developed into advanced levels so as to capture the market and to sustain businesses within the marketplace. There square measure several strategies to get market price and customers with the help of promoting tools and techniques that include: paid advertisement, relationship marketing, surreptitious selling, word of mouth, web selling, transactional selling or diversity selling. Recently, several organizations (regardless of the business type they have) have



opted to use web selling since its usage by customers has raised. Everything is additional accessible for everybody round the world, so the unfold in selling has become simpler and faster. There square measure many types of web selling, such as: Social Media selling, influencer selling, affiliate selling, Email selling, content selling, computer program optimization, paid advertising and pay per click. However, social media selling has huge usage by targeted audience. The raised use of social networks such as Facebook, Instagram, Twitter, YouTube, LinkedIn or Pinterest has modified the method people communicate over the net. Companies, aware that their customers square measure a lively half of social media, have raised the interest and focus of the individuals accountable of the selling department to explore them as a replacement selling tool. With E-marketing tools, it's easier for a business to boost the effectiveness once trying to extend whole awareness; particularly in a very short amount of your time and with low capital. ancient selling methods square measure sometimes additional expensive, that isn't appropriate for a tiny low business since they represent a less come back on investment. Furthermore, once it involves whole awareness measuring, it absolutely was historically measured through on-line surveys and chase studies. However, marketers currently have numbers of the way to track whole awareness by activity the responses on sure applications designed by totally different companies so as to realize whole exposure by victimization relevant contexts within the promotion. According to Thevenot (2007), tiny businesses thought of their distinguished presence in social media since it will facilitate them increase whole awareness and stay in-tuned with their customers globally; by the usage to swift marketable social media selling platforms to vary the position in market dramatically. Trends of paid advertisement that forces tiny businesses to contemplate themselves to be in selling activities strategically.





OBJECTIVES

Increase Website Traffic

One major goal of brand-awareness campaigns is to extend website traffic. you would possibly be looking to induce more eyes on your blog, product pages, or company announcement, but you can't do that if people don't realize your brand or the way to find your digital properties. This is where brand awareness comes in. You might, for instance, launch a brand-awareness campaign of sponsored, native articles. You target audiences who may well be inquisitive about these articles, entice them to click, and drive traffic back to your website.

Promote Products

If your sales team is questioning the importance of brand name awareness, assuage their concerns by reminding them that brand awareness helps to push specific products. Brand awareness is about building a public knowledge of your brand. With the proper content, distribution channels, and targeting strategy, you'll be able to get your products ahead of the correct people at the proper time.

Build Brand Affinity and Improve Reputation

Public Relationship Blunders happen — especially today when social media preserves every brand interaction. But there's a silver lining: these mishaps actually



help fuel your brand awareness objectives and goals. Brand awareness helps shift the web conversation in your favor. Use brand-awareness campaigns to share positive news and company updates, customer testimonials, and helpful information for consumers who've developed misconceptions about your brand.

Become a plan Leader

You don't always need to opt for the publicizing to interrupt through the web noise and make your brand known. you'll take the softer but more lasting approach of creating your brand as an idea leader in your industry. With this strategy, you'll set your brand up because the go-to resource for information, insights, and solutions to customer pain points. So, whether or not audiences aren't yet attentive to your products, if they have to answer an issue or consult recent trends they're going to be more likely to come back to you over a competitor.

Increase Purchases, or Leads

Brand awareness may be a crucial stepping stone to achieving your performance-marketing goals. Use brand-awareness campaigns to make an audience of potential leads by driving people to finish a particular action, like signing up for a newsletter, downloading an eBook, or buying a product. Remember, your brand-awareness campaigns don't exist in a very vacuum. there's always room to optimize them and use them to tell future campaigns that move customers down the funnel.



METHADODOLOGY

A qualitative method is utilized during this research study supported the hermeneutic research tradition, within the sort of semi-structured interviews from ten owners from small businesses like Hardware's, Paints, Iron and Steel, Cement, Sand, Bricks etc. in my town. And also, the used the google form help for collection of some data. We use an inductive approach so on achieve its intended goal. A thematic analysis is included to look out important themes within the interviews. Scientific literature analysis reveals theoretical aspects of raising brand awareness, internet marketing concept, Social media marketing, promotion, innovative marketing and internet marketing tools. The research identified that the promotional strategies were considered as variable and brand awareness was considered as depended variables.



CHAPTER-2

INDUSTRY ANALYSIS



Study of consumer preference for elevator-

The Indian Elevators Market stood at USD 1351.53 million in FY2021 and is forecast to grow at a CAGR of 5.22% until FY2027, owing to the increasing urbanization, augmented government support, and entrance of foreign players in the market.

Moreover, with the growing number of high-rise commercial and residential buildings across the country, the need for high-speed traction elevators is increasing tremendously, which in turn is pushing product demand over the coming years.

The Indian Elevators Market can be segmented based on the Type of Carriage, Type of Machinery, Type of Elevator Door, Weight, End-User, Region and Company. Based on Type of Carriage, the market can be segmented into Passenger, Freight and Others. Passenger type of carriage is expected to lead the market as these types of lifts are specifically designed to give the passengers a sense of comfort and spaciousness and moreover are highly recommended when it comes to installation in residential and commercial areas.

Based on Type of Machinery, the market can be segmented into Traction and Hydraulic. The market is anticipated to be dominated by the traction sector in the study period owing to their high energy efficiency and faster speed in comparison to hydraulic type of machinery.

Based on Type of Elevator Door the market can be bifurcated into Automatic and Manual. The automatic segment dominates the market and will continue its dominance in the forecast period as well due to high durability and retentive functional life of elevators with automatic doors.

Based on Weight holding capacity, the market can be segmented into Up to 350 kg, Up to 550 kg, Up to 750 kg, Up to 1150 kg, and More than 1150 kg. Up to 550 segment is expected to lead the market in the forecast period because they are



highly preferred in residential and commercial sectors and can carry a decent number of passengers, hence saving time.

Porters five forces Analysis for Elevator Industry

Michel porters five forces framework

Porter's five forces, originally described in a 1979 Harvard Business Review articles, is a model or framework that outlines five forces which shape every industry and which can be used to help determine an industry's weakness and strengths. Each of the five forces, listed below, has specific application for the elevator industry today

Competition in the Industry

The trick to establishing a competitive technique is to realize the sources of the competitive forces. Product development method ought to be utilized if the present market growth is slow and the market is filled. As soon as your analysis is ended up, it's time to execute a technique to expand your competitive advantage.

Consumers have power whenever there aren't a number of them, however lots of sellers, in addition to when it is easy to switch from 1 business's services or items to another. If they receive incentives, they are most likely to keep using your services. They are in a far much better position to deal than ever in the past. Buyer PowerLow Customers have limited power over console developers, given that the range of prospective customers is substantial, the company isn't too concerned about losing clients. An increasing market and the capacity for high revenues induces new firms to go into a marketplace and incumbent companies to increase production. Do not forget that 5 forces impact different markets in a different way andfor that reason do not utilize exactly the very same outcomes of analysis for even similar industries!





Potential of New Entrants Into an Industry

Brands are investing a good deal in advertising and marketing to entice new clients. Providers items have a couple replaces. For instance, if you supply an exceptional software product which automates a crucial treatment, folks may replace it by doing the treatment by hand or by outsourcing it. Consumers have the ability to quickly shift from traditional designs to the new models on account of the benefit they provide. Powerful clients can put in pressure to drive down rates, or improve the important quality for precisely the same cost, and so minimize earnings in an organisation. Ford's customers considerably help determine the business. In addition, digital services have the ability to make long lasting revenue streams which of course is a far better and profitable opportunity than the 1 time sale of a physical product. Provider power is no issue for McDonald's in the quick food market. The bargaining power of providers is high in the event the purchaser doesn't represent a big part of the supplier's sales.

The point is that the bargaining power of the provider in an industry affects the competitive atmosphere for the buyer and influences the buyer's ability to attain success. Consumers have power whenever there aren't a number of them, but plenty of sellers, in addition to when it is not hard to switch from 1 service's items or services to another. Purchaser PowerLow Customers have limited power over console developers, considering that the range of potential consumers is substantial, the firm isn't too concerned about losing clients.



Power of suppliers

The trick to developing a competitive technique is to recognize the sources of the competitive forces. It is also practical for helping you to modify your strategy to fit your competitive environment, and to increase your possible earnings. If the present market growth is slow and the market is filled, item advancement strategy needs to be used.

When an industry is successful, or attractive in a long-term strategic fashion, then it's going to be attractive to new businesses. As an instance, the airline company organisation has intense competition among the 2 manufacturers, Plane and Boeing. Bear in mind that five forces affect different industries differently and therefore don't use exactly the exact same results of analysis for even similar industries!

In the event the present firms do not allow it to be difficult for other individuals to join the marketplace, the success will tend to fall towards zero. Organisations can capitalize by raising the cost and decreasing of the item, but it's typically taken to have short term benefits. Regardless of the truth that it does not sound very appealing for companies to enter into the airline service, it's NOT difficult.



Bargaining Power of Customers

The Porter's Five Forces tool is rather a strong tool. Since that time, it is now an often utilized tool for evaluating a firm's market structure and its business strategy. Additional modeling tools will probably help you round out your comprehension of your company and its potential.

You're predicted to recognize the strength of every one of the forces. As it will help to understand not merely the strength of existing competitive position but in addition the strength of an anticipated position, it's really valuable. By doing this it is possible to quickly assess the strength of your company position. The retailer's capability to keep and increase its North American market share is going to be the essential aspect influencing its stock-price movement in the future. For example, you could take fair advantage of a strong position or boost a weak one, and prevent taking incorrect actions in future

Threat of Substitutes

In your professional small service presentations, a private ought to present services based on the performed analysis of the company enterprise. Otis Elevator Porter's five forces analysis is a substantial tool for everybody attempting to evaluate the strategic standing of a current business, or considering a brand-new endeavor into a present industry. The analysis working with the Porter's five forces analysis ought to be a basis where the company discovers and executes their method which should enhance their competitive benefit.

Bear in mind that five forces impact different industries in a different way and for that reason don't utilize exactly the same results of analysis for even similar industries! In order to finish an entire competitive analysis, the Clans Elevator porter's 5 forces should be compensated.



CHAPTER-3

COMPANY ANALYSIS



ABOUT COMPANY

Clans Machina offers end-to-end Vertical Transportation solutions to assist you build your Hitech Project sensible and cheap. we offer total life cycle solutions for Elevator, Escalator, parking Systems, machine gates within the terms of latest Installation, maintenance, Spares and Modernization after you would like them.

They offer every kind of Elevators, Escalator, parking Systems and machine gates, cater to residential, Commercial, Industrial, and Hospital would like. Our product area unit Designed to supply Superior Performance below a good vary of Environmental Conditions in India, keeping in Mind harsh Climates, unsure Power provide, and Specific Application.

Oriensol Systems Pvt Ltd was supported within the year 2006 and with success completed several prestigious comes with appreciation. Company adhere to strict to skilled standards. the corporate has fashioned effective and economical systems and area unit in an exceedingly position to supply service to any scale of mechanical project briefly time span. we tend to believe excellence through continual improvement altogether our activities. we tend to area unit grateful to our Customers for his or her trust and continuous support. we tend to area unit happy to be of use to the state. Our all-time objectives area unit client delight and happy staff. we tend to area unit awarded and recognized by several MNCs and Public Sector Units for our commitments and EHS apply. we tend to certified below ISO and Crisis rated America moderate level for top growth.

Due to the coterie effort of our leaders, Company achieved several successes and commenced its own producing (CLANS MACINA) Units for Engineering Works. In 2013, a brand-new Company further in cluster named as Blu Engineers Pvt Ltd (CLANS MACHINA) and dead planning, producing and installation of Elevators, Escalators and Parking Systems. in reality in an exceedingly short time it became one in all the leading manufacturer across India. Blu Engineers with success undergone ISO 9001 for quality and ISO 45001 for safety measures. The product and solutions designed by the corporate is price for cash and empower sensible cities with sensible solutions. It became one stop resolution for all elevator necessities and in so short amount it put in over four hundred Elevators throughout the Country.



With the great can of Parental firms like Oriensol, Blu - Clans Machina, the cluster started its operations across the Country with twelve branches. the continual repeat Orders of Existing Customers created America 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, however we tend to ne'er pleased from our origin to contribute the utmost to form society smarter and human life easier and safe. throughout Covid-19 state of affairs we tend to started producing medical aid Systems, Sanitizers, ultraviolet and lots of additional to fulfill the wants of the society within the crucial time. We have started up with a pair of firms Jolly Belly, Room Bloom and further complete price and additional trust.



SWOT ANALYSIS OF CLANS MACHINA

Swot analysis basically stands for , it is a simple but useful framework for analyzing your organizations

strength , weakness, opportunities and threats

The first step is to identify companys strength

The second step is to identify its weakness or where your company needs to work on

The third step is to identify what are the opportunities for your company which will help your company to

grow

The last step is to identify and analyse what are the threats for the company

SWOT ANALYSIS OF CLANS MACHINA

STRENGTH-

. pricing

.on time delivery

•own manufacturing unit

.24x7 service

.EMI option



WEAKNESS

- .Poor marketing
- .Limited market share

.

OPPORTUNITY

- .Blooming market as well as construction industries
- .Increasing requirements of home elevator
- .Rising urbanisation
- .Rapidly adding the elevator segment into luxury segment
- . Quality channel partners

.

THREAT-

- .Brand name
- .Strong competition
- .Scams of local companies



LITERATURE REVIEW

The purpose of this review is to critically review literature related to the theoretical thought of the topic ‘‘Building brand awareness through social media marketing & promotions for company products & services of whole awareness’’. The literature review is to develop a theoretical framework for the study. the foremost papers for the study are the work of Arnold Palmer associate with Lewis (2009) titled Associate in Nursing experiential, social network-based approach to selling and Ralf Beuker and Erik RoscamAbbing (2010) paper titled two Faces of Social Media: whole Communication and whole analysis.

Branding - using social media is said to be a smart way to build a brand. Social media platforms are one of the fastest and most powerful means that can be used for branding. (Neti, 2011) This concept, however, will be further elaborated in next parts of the dissertation.

Virtual Brand Communities: A New Paradigm in Branding Strategy.” Journal of Marketing Communications.



Social media

- Social media has gained masses quality of recognition} over the past few years and as a result of this quality, various ancient Media have older decline in every business and recognition.
- Palmer and Lewis (2009) argued that the foremost stream media channels have faced many challenges in recent times that have semiconductor to closure with TV facing down flip in their profit's levels.
- Palmer and Lewis are correlating the performance of these ancient channels to the rise of social media in commercialism and whole management. As a result of completion and arduous economic atmosphere, companies have tightened their budgets significantly advertising budgets that have shifted to on-line channels. per Forrester analysis study (2011) by painter, David M. and Cooperstein, Dernoga M, found that companies (brands) are step by step shifting their advertising priorities to align higher with today's shoppers.
- Today's shoppers are tech savvy and social media maniacs. Therefore, it is the proliferation of the social media network services in whole management and commercialism that bring North yank country to the attention of social media networks. First, the investigator will define social media then outline those networks that are driving the speak. In the last range of years, utterly completely different fairly social media networking services have emerged and presently there are infinite social media channels that connect people to each various.



- The foremost widespread social network sites that are wide used are; Face book, Twitter, YouTube, LinkedIn and Flickr. In fact, Facebook, twitter and YouTube are the foremost common channels companies use in their on-line commercialism for creating whole awareness or just taking part with the patrons. though LinkedIn is to boot wide utilized by companies, it primarily targets to establish relationship on Associate in Nursing knowledgeable perspective and slowly turning into B2B channel compared to various three networking sites mentioned on prime of. However, for the aim of this study, exclusively five hottest social networking services are reviewed.



Facebook

- Facebook was launched in 2004 and have over 800 million active users (active in Sep 2011), of that 350 million users access Facebook through mobile devices. a median Facebook user is estimable to have a minimum of 100 thirty friends and is connected to eighty community pages, groups and events.
- There are quite seventy languages on the market on the positioning. Its main use is to establish and maintain relationships in work connected things, in political affiliations or just among friends and families. Facebook has become the foremost powerful tool for commercialism today.
- In Gregorian calendar month 2011, the company launched a replacement service for marketers and interested creative agencies which will be a sort of on-line platform (Portal) that permits marketers and fashion agencies to create whole promotions on Facebook. Facebook is presently Associate in Nursing on the spot competition of Google in on-line advertising and this new service has created it possible for companies like financial Times and fundamentals News to create dynamic industrial graphics or promotion.



TWITTER

Twitter was created in March 2006 by Jack Dorsey and launched that exact same year in Gregorian calendar month not like Facebook where one can have friends to share varied things, with twitter one should get connected to the most recent data on what they notice attention-grabbing.

- One should notice the final public stream that interests them and follow at intervals the conversations. Each tweet is 100 forty characters long.
- One can still follow the tweets in spite of whether or not or not they do not tweet within the least, and together there is no limit on what share tweets one can send among a given day. Through Twitter businesses presently share their data or news faster to Associate in Nursing outsized audience on-line following the company, and from a strategic stand purpose, this has helped companies that uses Twitter to position their brands and together gather business insight through feedback to boost their market intelligence therefore on accurately target customers with relevant services and merchandise or enhance business relationships.
- Twitter has helped raise brands, enhance consumer relationship commercialism and together improved direct sales by reaching out on to the engaged audience on the platform.



YouTube

- You Tube was created in Feb 2005 as a video sharing information processing system thereon users can transfer, scan associate degree share videos as Associate in Nursing informative and sacred to others across the globe. the company uses Adobe Flash Video and HTML5 technology to indicate an outsized kind of user-generated video content.
- YouTube acts as a platform for distributing contents by creators and advertisers moreover. Over 3 billion videos are viewed daily and there are quite four hundred million views per day on mobile devices (2011). it's estimable that quite 800 million people visit YouTube every month to seem at and share contents. (youtube.com, 2011) Just as the expression goes a picture is price k words, photos have a bearing in creating an image at intervals the mind of a private.
- This has given YouTube a competitive advantage in on-line marketing; tired all, loads of companies are presently victimization YouTube for his or her commercialism advertising campaigns. with outstanding video campaigns have had their breakthroughs throughout this type of whole commercialism, significantly once the videos have gone infective agent.
- Most of these infective agent successes area unit typically attributed to expertise and power of the entire businessperson to entertain the audience thence making the final public share the videos with others.



LinkedIn

- LinkedIn started in 2002, however was formally launched on could five, 2003. several professionals have joined LinkedIn in recent years to share information and insight in additional than a meg LinkedIn teams. the corporate operates the world's largest skilled network on the web with over a hundred thirty-five million members in over two hundred countries and territories. it's calculable that over two million corporations have LinkedIn Company Pages (as of Nov, 2011).
- There are a unit fourteen languages presently available: French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (linkedin.com, 2011) In LinkedIn, corporations have access to a wealth of {data of knowledge} that area unit principally user provided through their profile data i.e. name, job title, size of the corporate and LinkedIn uses this data for advertising targeted to towards members.
- Corporations pay some fees to advertise their product and services to explicit LinkedIn members or affiliation teams on LinkedIn. The classic example is that the success of Red China Pacific Airway through their LinkedIn company page sends messages to the those that area unit following their company on LinkedIn asking them to advocate the corporate. Through this, the corporate has been able to increase its complete awareness among target market section (marketing.linkedin.com, 2012).



Flickr

- This is a photograph sharing and video hosting web site that was created by Ludicorp in 2004 and bought by Yahoo! in 2005. it's on the market in 10 languages and encompasses a total of fifty-one million registered members and eighty million distinctive guests (June 2011). not like the preceding networking sites that supply just one form of account.
- Flickr offers 2 sorts of accounts, Free and professional account take issue within the variety of pic transfer allowance: With Free account, one is allowed to transfer three hundred MB of pictures and 2 videos per month, whereas professional account users will transfer an infinite variety of pictures and videos each month and receive unlimited information measure and storage. This networking system is combined by completely different teams.
- Any member of Flickr is permissible to start out a bunch that he will monitor and set restrictions for. It's against terms of service for businesses to use Flickr for the aim of advertising, nonetheless still businesses will get indirect promoting exposure via Flickr. An organization will use its web site address as their Flickr screen name, the screen name can then be hooked up to each pic transfer and each message (this is a chance to say business name and web site address) announce to the conference. It's conjointly potential to transfer quality pics connected the business and writing acceptable text describing every photo however avoiding advertising that's prohibited.



CHAPTER-4

COMPETITOR

ANALYSIS



Some of the major competitors for Clans Machina

OTIS ELEVATORS-

OTIS. The Otis Elevator Company is an American company (owned by United Technologies) that develops, manufactures and markets elevators, escalators, moving walkways, and related equipment. Based in Farmington, Connecticut, Otis is the world's largest manufacturer of vertical transportation systems.

The OTIS ELEVATOR COMPANY can trace its origins to 1853, when Elisha Graves Otis introduced the first safety passenger elevator at the Crystal Palace Convention in New York City. ... In 1867, the brothers incorporated their company under the name Otis Brothers & Co.

TK ELEVATORS

TK Elevator brings you advanced sanitizing and touch-free elevator calling solutions. Established in 2002, TK Elevator (India) installs, maintains and modernizes elevators and escalators in India and Bangladesh. We have a strong presence in various segments, such as residential, office and infrastructure.



The most important TK Elevator business line will continue to be the service business which currently maintains around 1.4 million elevator and escalator units with the help of 24,000 service technicians globally.

KONE-

As a global leader in the elevator and escalator industry, KONE provides elevators, escalators and automatic building doors, as well as solutions for maintenance and modernization to add value to buildings throughout their life cycle.



CHAPTER-5

CUSTOMER ANALYSIS



The Elevator market is one of the dynamic market sensors technology segment with major factors such as technological advancements, wide range adoption and large scale applications.

The COVID-19 pandemic had a negative impact on the market size for the year 2020, with small and medium scale companies struggling to sustain their businesses in the near term future. We anticipate around 2% to 3% deviation in growth outlook due to the corona virus spread. The Elevator market growth has become variable by region with some countries offering huge growth potential while others face closures and low profit margins.

Over the medium to long term future, we anticipate the Elevator market to regain growth momentum, mainly with support from developing markets.

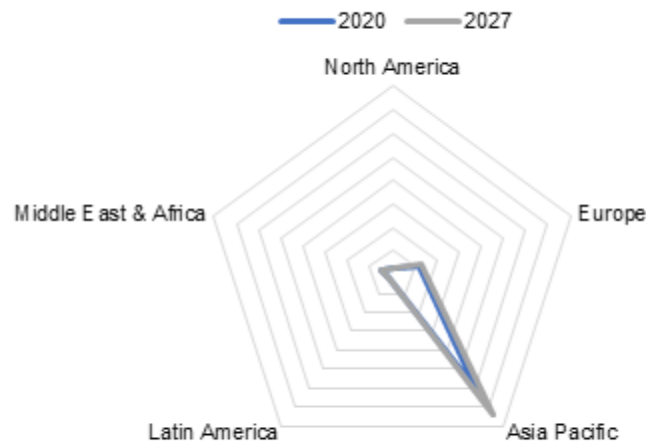
MR traction elevators are the preferred choice for building owners

The MR traction elevator market to generate around USD 38 billion in 2020. This can be contributed to its growing demand in mid to high-rise buildings around the globe. MR traction elevators travel at an average speed ranging between 500 – 2,000 feet per minute and can travel up to a distance of 250 to 2,000 feet. These products are available in both geared & gearless motor drive. However, these elevators have a higher upfront and maintenance cost, which may restrict their growth from 2017 to 2027.



The booming construction sector in APAC countries will fuel elevator sales

Global Elevator Market Size, By Region, 2020 & 2027 (USD Million)



Source: www.gminsights.com

Asia Pacific elevator market is estimated to lead the global industry with more than 70% share by 2027. China plays a significant role by dominating the construction growth in this region. In 2016, The China construction industry achieved a 17% growth in the market value.

Furthermore, other countries including India, Japan, and South Korea are set to increase their construction expenditures over 2021 to 2027. The Government of India has received USD 24.67 billion worth foreign direct investments in the construction sector from 2000 to 2017. This positive trend in the industry can be attributed to various government initiatives to propel the India construction sector.

Increasing focus on the high-rise buildings sector will further enhance the market revenue. In 2020, China completed 56 units of 200 meter plus high-rise buildings followed by South Korea, India, and Japan with four, three, and three units



respectively. A rise in the number of skyscrapers is projected to drive the product share in these countries by the end of 2027.

Market, Product, By End-user

- Hydraulic & pneumatic
 - Building & construction
 - Commercial
- Machine-Room traction (MR traction)
 - Building & construction
 - Commercial
- Machine-room Less traction (MRL traction)
 - Building & construction
 - Commercial
- Others (climbing, inclined, etc.)
 - Building & construction
 - Commercial

Market, By End-user

- Building & construction
 - Residential
 - Institutional
 - Commercial
- Industrial



CHAPTER-6

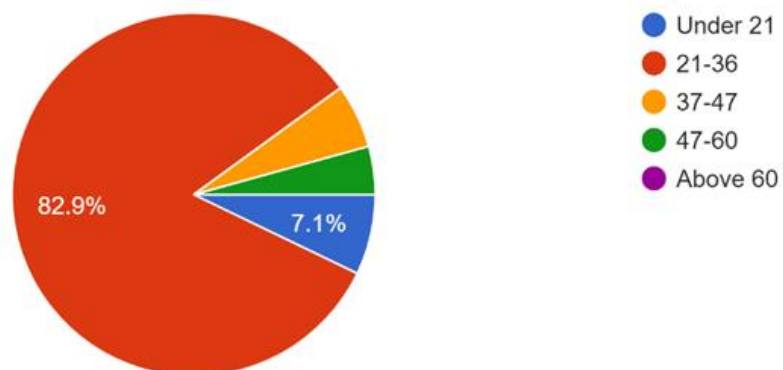
ACTUAL WORK DONE



RESULTS AND DISCUSSIONS

According to the survey report (link- <https://forms.gle/CrETWZT9ZmxQNcJDA>) the total responses were 70. The results are below-

Age
70 responses



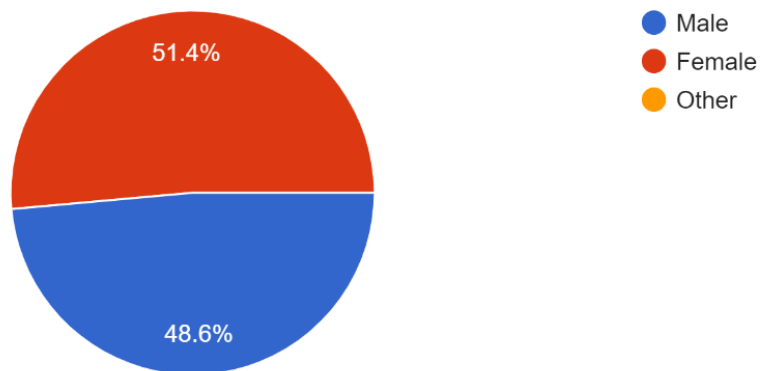


As I shared most of the links to my friends so the age 21 to 36 is more than other age groups.

The male and female ratio is approximately 50-50.

Gender

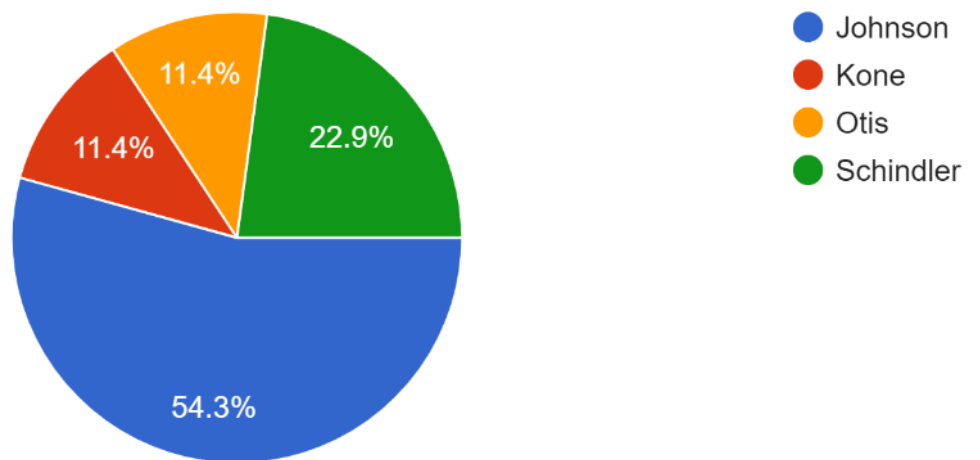
70 responses





When you think of this product, what brand name comes to your mind?

70 responses

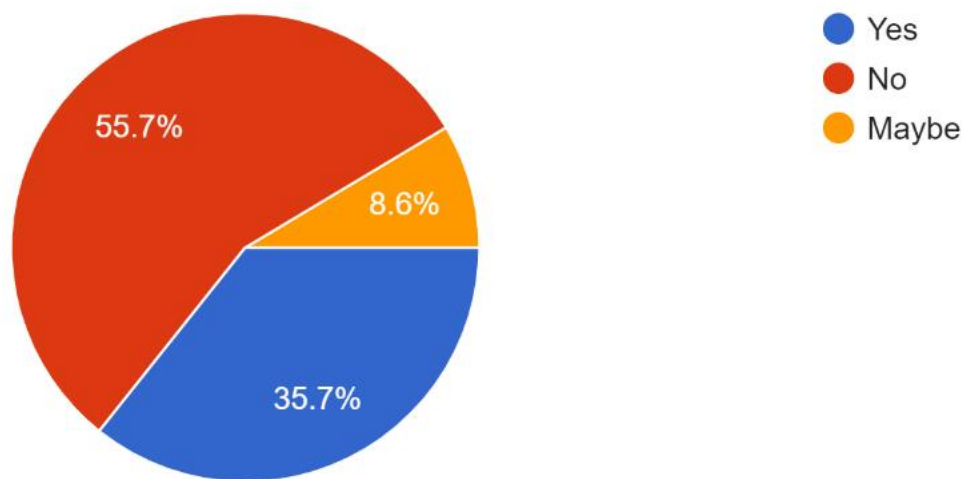




My first question was “When you think of this product, what brand name comes to your mind?” and responses ratio is above, most of the people responded Johnson which is a leading escalator and elevator company.

Have you heard about this brand before?

70 responses



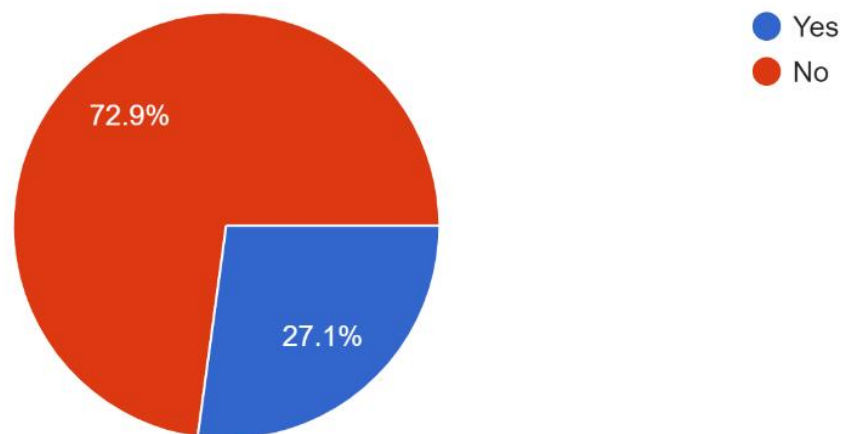
And then I asked about the brand “**CLANS MACHINA**” that I am working with now but as it is a startup and it has not done its marketing that much so its responses are very low.



My next question was “Have you seen this brand’s advertisements?” as I said it is a startup and it has not done its marketing that much so its responses are very low.

Have you seen this brand’s advertisements?

70 responses

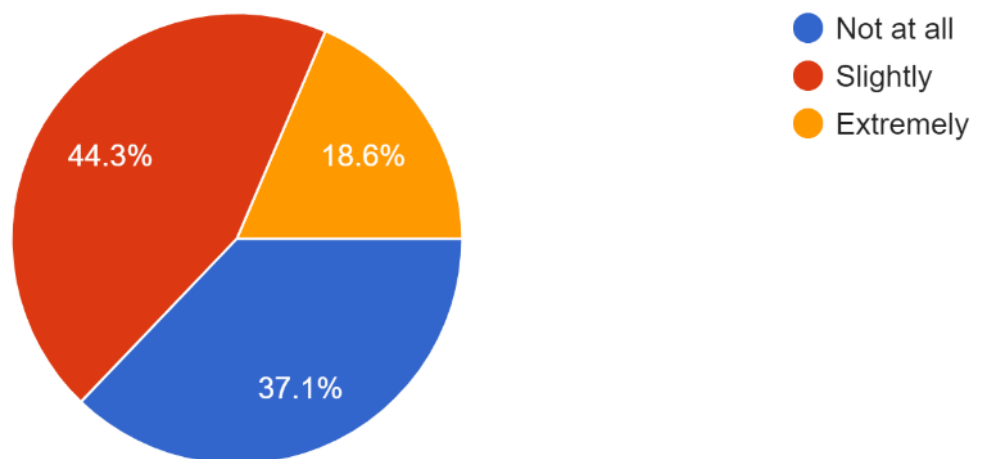




Next question was “How familiar are you with the brand’s products and services?” and most people know our products slightly so I think my company need to market more about its products and do sales promotions which we intern are working on.

How familiar are you with the brand’s products and services?

70 responses

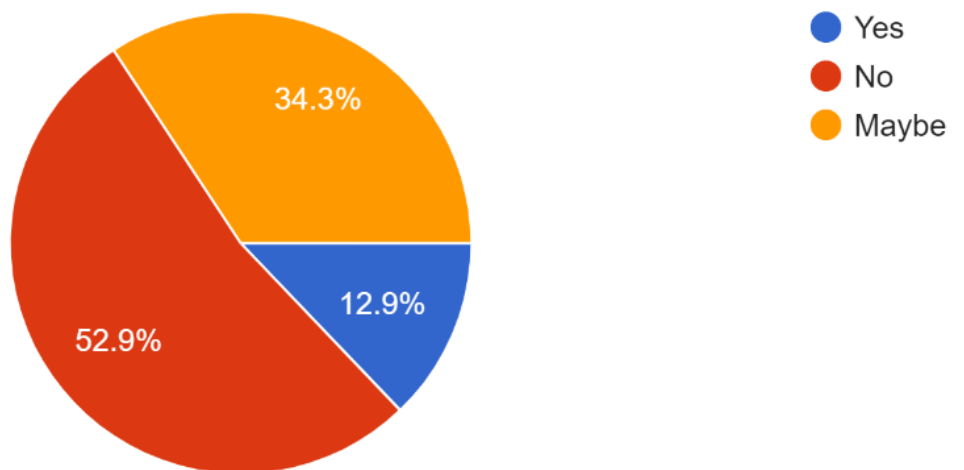




Next question is “Did you ever used any products/services from our brand?” most of us don’t notice about the brand so the responses are may be.

Did you ever used any products/services from our brand?

70 responses





LEARNINGS

- **Establishing my objective as a business development marketer**

The primary question you wish to ask yourself is, “What are we trying to achieve?” Everyone’s goals are unique to the company; for instance, our main objective is to grow our community. This is often where your past can become handy within the future planning process. Take a glance at past campaigns and data collected to research what previously worked and areas where improvements can afford to be made.

- **Building my strategy**

Research is that the most vital asset in your strategy, whether formal or informal. Using that available data on your current or past audience engagement goes to profit your campaign heavily. Organizing your route to the top goal while showing the worth goes to be challenging yet rewarding within the end. Marketing with internal stakeholders provides the start foundation, and external stakeholders can even provide a valuable perspective to the strategy. Here is where the buy-in from those involved comes into play. Your team and leadership should be convinced to vary the character of the prevailing or previous strategy to be on-board from the very beginning, because as you progress on to the following step, that buy-in goes to be crucial. Budget could be a piece to always take into consideration at this stage. If you've got the flexibility to share a budget with other departments, utilize the resources to mix efforts to chop costs. With the remaining funds, you'll have room to experiment along with your strategy.



- **Executing my plan**

Three core components in creating this conceive to execute are: Clearly defined goals
Establishing resources A realistic project plans Identifying the milestones needed to attain your goals goes to be the primary step. during this marketing optimization post, I walked through steps that similarly tie into building a promotional strategy when improving marketing efforts. The content messaging is one in all the core pieces in your promotional plan. give some thought to, what you wish to mention to your customers and the way you wish them to interpret your content. At the tip of the marketing asset, put yourself within the audience's shoes.

- **Implementing it**

Turning vendors and professional architect and builders to give leads to our company as a sales promotion.

Taking leads from the market by visiting various places

Generating leads from existing customers



CHAPTER-7

CONCLUSION



CONCLUSION

With the context of creating brand awareness for our company. supported our findings as we are able to see these highlight that social media marketing actually influences businesses' exposure in a very better way than other advertising methods. Moreover, our findings also show the usage of free advertisement supported pages in social media platforms like Facebook and Instagram are influential in engaging customers and keep them alert to brand products online at any time. It shows most of the tiny businesses mainly specialize in only social media marketing tools because it provides effective ends up in less time, is less expensive than other methods, and it's the next number of individuals it can reach globally.

Further, we've got added that brand isn't the sole factor that customers think about, but the merchandise itself sometimes has more value that contributes to the brand image; within the sense of getting unique properties of business products that they provide to a target market. This study has arisen better implications for upcoming future entrepreneurs that highly target social media platforms because it shows effective results that are highly influential to the brand image.

Furthermore, it's less time consuming and low cost because it contains a kind of paid advertisements where you'll be able to decide the quantity of cash you want to speculate. Otherwise having a free account and doing self-promotion like posting or maintaining to this point your online platform with current trends could be a helpful thanks to increase the number of followers and customers within the long term and creating brand awareness within the way. Moreover, supported our findings, it shows that paid advertisements are highly



beneficial within the sense of capturing more customers and retaining them to maintain a high position within the consumer's mind since they're presumably to appear in people's stories; as they'll have the next priority to be seen by the general public. Lastly, it's easier and faster to interact with customers if we increase brand awareness in customers, therefore increasing the connection between company and client as their trustworthiness grows with the Brand.