

STUDENT OF BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BBSR



Internship Report on Business Development and Marketing Division & Consumer behavior.

Duration of internship-(03.06.2021 to 06.08.2021)



Submitted to

Respected Mr. Prashant shringi and HR@wocilly.com

Mumbai, Maharashtra

Submitted by

RashmiRekha Routray

Roll no-150

MBA 1st year

Date of Submission:

Aug 06, 2021



Letter of Transmittal

Aug 06, 2021

Respected Mr. Prashant shringi,
Business consultant of wocially
Mumbai.

Subject: Submission of Internship Report with Consumer Behavior.

Dear Sir,

With due Respect I would like to submit my internship report titled “Business Development and marketing division Practiced by wocially”. I have prepared this report as a fully requirement of successful completion of my Internship Program. I got the opportunity to learn a lot through this company “wocially” from Mumbai. It has different operations and social commerce strategy. The experience I gained from this internship will help me to work in a good company in future. I also learnt about the role and activities of the Business Development and marketing division, as well as its importance for sustainable advancement of a company.

The whole project has been a great learning experience for me. I hope you will find this report objective, precise and useful.

Sincerely,

Rashmirekha Routray

Roll no-150

MBA 1st year

From BIITM, Bhubaneswar

ACKNOWLEDGEMENT

At the very beginning, I would like to express my sincere gratitude **to Mr. Prashant shringi**, who has given me the strength to complete my internship program in a very comfortable manner. I want to mention special thanks to **Mr. K. Chandrasekhar** as our placement head, **Honorable principal and Dean, Faculty of marketing**, BIITM, Bhubaneswar. My gratitude and thanks goes to my respected supervisor **Mrs. Prashant shringi**, who co-operated me all through the times for completing my internship. I have conducted my report on “**Business Development and marketing division practiced by wocially**”. I also want to express special thanks to all the colleague interns of Business development from my institution. I would also like to give special thanks to **Mr. Varun Agarwal** and he is our internship mentor in our institution who helped me in the entire period of two months whenever I need them. I also would like to give thanks to the entire **placement department as well as head department of the wocially** to help me by processing and approving my application for Internship program. I wish to take this opportunity to extend gratitude to all those who supported me to complete this.



Working Report

- Introduction;

As WOCIALY is one of the biggest social commerce company of Mumbai, Maharashtra, I am fortunate to do complete my internship in such a big organization. Through my internship period I have learnt so many things from the organization which I have not learned before. As wocially has so many departments, I have placed in business development Unit to complete my internship. A brief description is given below about my internship experience: We are introducing an Exclusive Social and Commerce Platform for all our Lovely Indian. Which is made in India for Indian?

Where you can Share, Discover, Earn multiple things in a single Platform like

📷 **Photos**

💼 **Jobs**

📺 **Video**

🎪 **Events**

📰 **News and Blogs**

🛒 **3rd Party E commerce Apps**

🛒 **Marketplace**

🔍 **Business Directory**

🎮 **Games**

💰 **Funding**

📺 **Video call and** 💬 **Chat**

🎬 **Movies**

🔊 **Offers and Many More.**



Mr. Prashant Shringi

- Duties and responsibilities within the organization

In business development department, I got a opportunities as a BDE. So I had too many responsibilities there. My working days are Monday to Saturday, 9.30am-6.30 pm. We had to offer mainly 4 types of product like **HR SERVICES, IT SOFTWARE, MARKETING AGENCY, WEB DEVELOPMENT**, to the needful customer and try to convince them. Sometimes I visited like local area to gather some feedback from the public regarding our product.

- Origin of the Report

This report has been made as the course requirement of Internship in MBA course. The topic for this report has been chosen by our supervisor in the organization **Mr. Prashant Shringi**, this report contains the consumer's reactions towards the business strategies adopted by wocially like purchasing our product, using it and their satisfaction level about our Product and Services.

- **Contribution to the organization**

As an intern I have contributed a little bit for the organization which was...

- **TASK 1...Call to customer...**

Contact to the customer through the phone call and some lead has given by Prashant sir and a demo script also. Through which we could do easily and collect some potential customer's requirement and aware about wocially.

TOTAL CALL	POSITIVE RESPOND
25	1

- **TASK 2...Contact by social media..**

During task 2 we had to contact with customer through the WhatsApp with proper script and note there respond at that time and as well as we promote their core product like **HR SERVICES, IT SOFTWARE, MARKETING AGENCY, WEB DEVELOPMENT** through some social media like linkedin,facebook and Instagram.

TOTAL CONTACT	POSITIVE RESPOND
1300	3

- **TASK3...Advertisement video...**

Task 3 was so interesting in which we had to show our team work there we made an animated video by adding 2 characters. In this task my part was story, content making, and script writing as well. And also contribute some idea in the video making.

Script writer-Rashmirekha Routray

Script [Hindi and English]

- **TASK 4...Consumer behavior**

In this part we have to share our video with our surrounding like friends/Relative or social media and also we had to collect their respond.

FEED BACK...

NAME

- manoj kumar routray...welldone but need to work upon Audio part.
- Rashmi patra.....yes it is expressive
- sivani jena.....yes it has good scope where it is situated
- pritam yadav....mast hai yaar company acchahai to? Pehle kabhi suninhithi

- Rachana mishra..Business walo k liye accha hai per yeh employee k liye thodi.

I feel so glad by working with wocially thanks for choosing me as intern.

- **Objectives of the Research**

There is a objective behind conducting this report. These are as follows:

Broad objective:

The broad objective of this research is to find out Business Development and marketing strategy Policies practiced by wocially and the effect of those policies through behavior of customers in case of using wocially and purchasing some product from our company.

Script Hindi and English are given below.....,

Person A is Raghu

Person B is Jeet

Raghu: hi! Jeet kafi dino baad, kya hua tm tension mai lag rahe ho?

Jeet: Actually Raghu, mere pichle business me kch problems k wjh se mujhe apna business band krna pda. Is Covid or lockdown ke wajah se bohot problems hui jese main saman kahan se kharidun, kahan pe bechun, mere product logon tak kese pahunchau. Par is bar mujhe phirse ek naya business shuru karna hai, par muje dar hai ki mujhe phirse wahi problems se gujarna na pad jae. Tum bhi to meri hi tarah problem m the tab tumne sb kch kese smbhala, plz mujhe bhi madad kro ki mai kya karun.

Raghu: tum bilkul chinta mat karo mere ps tumhare har problems ka jwab hai. Mai jb aesi problems mai tha tab mujhe WOCIALLY ke bare mai pata chala, Ye India ka ek social commerce platform hai jahan tumhe apne business ki har pareshaniyon ka samadhan mil sakta hai.

Jeet: kya sach m? mai nahi manta, kya aisa bhi kuch hoskta hai.

Raghu : Haa bilkul. Ye dekho, ye wocially ka app hai jha pe tum khud ko register kr k apni jarurton k hisab se options select kr skte ho tumhe jo bhi chahiye in options se chun skte ho aur agar koi option tmhare jrurt k nahi hai to other select karke wahan apni jarurat post kardo. Isse tum har tarah ke service provider ke touch mai aa sakte ho aur apni zarorat ke hisab se unse baat kar sakte ho.

Jeet : Yahan hame kya sirf marketing k log milenge ya fir koi or bhi?

Raghu : Nahi yahan tumhe har tarah ke log jese ki Accountant, IT software developer, manufacturers yahan tak ki local service provider bhi mil skte hain.

Jeet : Matlab yahan pr mujhe koi bhi services mil sakti hai mere business ke liye.

Raghu: Bas itna hi nahi tum WOCIALLY pr apne products bhi bech sakte ho, ya fir apne business k liye suppliers bhi dhund skte ho

Jeet : Par kya hum yha mile suppliers pe bharosa kar sakte hain?

Raghu: Bilkul! Tumhe yha pr sirf verified suppliers hi milenge jinse vedors phle se agreement m hote h.

Jeet: Agar yaha itna kch mil rha hai tab to mujhe sayad iske liye extra paise dene pdenge.

Raghu: nahin aesi koi baat nai hai tumhe yahan sirf market price hi dena hoga aur tumhare zaroorat ke hisab se tumhe quotations tmhare chat box m bhi aa jaenge

Jeet: Par mere privacy ka kya? agar mujhe sabke saath number share karna pada toh?

Raghu: tumhe iski v tnsn lene ki jrurt nhi, tum iss app k dwara hi chat, call aur video call kr skte ho or tum jb chaho tabhi tum kisi k sth personally contact kr skte ho.

Situation- two friends meet each other person A and person B who. Person A who was on a point to lose his business but now has become a really successful businessman but person B who's a friend of person A comes to him and tells him about his situation.

Person A- hi! So good to see you after so long.... you look bit stressed, what happened?

Person B- hi! Actually, I had to shut down my past business due to various problems like where to find products, how do I sell it where do I sell it, searching for people, how to do marketing of my products and many more things, but now I want to start a new business and have a fresh start but I don't want to face the same problems this time. And I can't understand now that what should I do. You also had been facing the same problem as me but please tell me how did you manage to get through it?

Person A- Don't worry I have something for you which had helped me and will surely solve your problems too. There's a company named WOCIALY which is an India based social commerce platform, where you can get all the services in just one place. You will get every kind of services here on WOCIALY! because it's an app solely for business people.

Person B- Seriously! I don't believe it; I haven't heard anything like this before. Please help me out with it.

Person A- don't worry. It's totally user friendly, you just have to post your requirement as per your need from the given options if you have any other requirement then you can also choose other and post your requirement and You will be able to get different people for your business.

Person B- will there only be marketing people available or any other specific service provider?

Person A- No! it's not the only option; you can give any kind of requirements, whether you need a travel consultant, an IT Software developer, a manufacturer, any local service provider or any other kind of service provider you require.

Person B- you mean I can get every kind of people I need for my business.

Person A- Not just that, you can also sell your products through WOCIALY or get customers as well as suppliers and also learn many more things, like how to market your product. Even you can get consultancy for your business.

Person B- will it be trustworthy to rely on suppliers they provide?

Person A- absolutely! you will get only verified suppliers as They provide suppliers from whom vendors are already in agreement.

Person B- but do I have to pay any extra charges for it.?

Person A- no need to worry. you just have to pay the market price only; you just have to post your requirements and they'll send you different quotations.

Person B- but won't it be risky to share my no with so many people?

Person A- just relax! you just have to talk to them in the chat option and you can call or video call them through the app itself without sharing your number. Further if you want then only you contact to them through your number.



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