

Internship Report

Position Title: Marketing Intern

Company: Anand Sales Corporation

Duration: 2 Weeks

This internship report presents an overview of my experience as a Marketing Intern at Anand Sales Corporation from 08/07/2024 to 19/07/2024. As part of the company's expansion strategy, a new dry fruit e-commerce platform was in development during my internship. My role was to contribute to the platform's pre-launch marketing efforts. The primary objective of this internship was to gain practical marketing experience by conducting market research and developing initial marketing strategies for the upcoming launch.

Anand Sales Corporation is a prominent player in the agricultural export industry, specializing in the distribution of essential vegetables to international markets. The company also operates a significant cold storage facility primarily dedicated to preserving bananas. With a strong profit orientation, Anand Sales Corporation has established a solid foothold in the sector.

The company's latest venture is an e-commerce platform focused on offering a diverse range of flavoured and salted dry fruits. Targeting the middle-class consumer segment, the platform aims to capitalize on the availability of high-quality dry fruits at competitive prices due to the company's proximity to Jammu, a region renowned for its dry fruit production.

Internship Activities

Competitive Analysis

Competitor Analysis

A comprehensive competitive analysis was conducted on four prominent dry fruit brands: Ministry of Nuts, Nutraj, Tata Sampann, and Vedaka. These brands cater to the average Indian family and offer a wide range of dry fruit products.

- **Target Audience:** All four competitors primarily target the average Indian family, emphasizing the health benefits and versatility of dry fruits.
- **Product Range:** Each brand offers a diverse selection of dry fruits, including almonds, cashews, raisins, and mixed nuts, catering to various consumer preferences.
- **Marketing Strategies:** Nutraj heavily relies on Facebook advertising to reach its target audience. Vedaka, being an Amazon brand, primarily utilizes the Amazon platform for product promotion. The other two competitors appear to have a mix of online and offline marketing strategies.

- **Analysis Methodology:** A SWOT analysis and price comparison were conducted for each competitor. The SWOT analysis identified strengths, weaknesses, opportunities, and threats for each brand. The price comparison focused on product pricing and any ongoing promotional offers.

Key Findings:

- **Price Competitiveness:** There is a relatively narrow price range among the competitors, indicating a price-sensitive market.
- **Product Differentiation:** While all brands offer similar products, there is potential for differentiation through unique product offerings, such as flavoured or organic options.
- **Marketing Channels:** Facebook and Amazon appear to be effective platforms for reaching the target audience.

Advertising Campaigns

Due to the early stage of the dry fruit business, no advertising campaigns were launched during the internship. However, extensive market research and analysis were conducted to develop a foundation for future campaigns.

Target Audience: The initial focus is on metro cities like Jaipur, Delhi NCR, and Chandigarh, known for their higher disposable income and health-conscious population.

Campaign Planning: A thorough analysis of the target audience, competitor landscape, and potential marketing channels will inform the development of effective advertising campaigns.

Key Takeaways:

- The absence of established brand recognition necessitates a strong emphasis on brand building and awareness creation in initial campaigns.
- A combination of online and offline marketing channels is likely to be required to reach the target audience effectively.
- Leveraging social media platforms, particularly Facebook, given its success for competitors, is a promising avenue.

During my internship at Anand Sales Corporation, I had the opportunity to develop a comprehensive set of marketing skills.

- **Market Research and Analysis:** Conducting a competitive analysis and market research for the dry fruit business enhanced my ability to gather and analyze data to identify market trends, consumer preferences, and competitor strategies.
- **Digital Marketing:** Exploring digital marketing channels like Facebook advertising for potential campaign strategies broadened my understanding of online marketing tactics.

- **Strategic Thinking:** Developing a foundation for advertising campaigns without concrete data required strategic thinking to anticipate market needs and develop effective marketing approaches.
- **Time Management and Organization:** Balancing multiple tasks, such as competitive analysis and campaign planning, within a short internship period improved my time management and organizational skills.
- The two-week internship at Anand Sales Corporation provided invaluable insights into the dynamic world of marketing. My role in supporting the launch of the new dry fruit e-commerce platform offered a unique opportunity to apply theoretical knowledge to real-world challenges.
- Through competitive analysis and market research, I gained a comprehensive understanding of the dry fruit industry and identified potential opportunities for the new platform. While the internship period did not allow for the execution of full-scale advertising campaigns, the groundwork laid for future marketing efforts will be instrumental in the platform's success.
- The experience has significantly enhanced my marketing skills, particularly in market research, data analysis, and strategic thinking. I am confident that these skills will serve as a strong foundation for my future career in the marketing field.

Based on my observations during the internship, I would like to offer the following recommendations:

- **Expand Market Research:** Conduct more in-depth market research to identify specific consumer preferences, purchase behaviour, and consumption patterns within the target demographic. This information can be used to tailor product offerings and marketing messages effectively.
- **Leverage Social Media:** Fully utilize the potential of social media platforms, such as Facebook, Instagram, and TikTok, to engage with the target audience, build brand awareness, and drive traffic to the e-commerce platform.
- **Influencer Partnerships:** Consider collaborating with food and lifestyle influencers to promote the dry fruit products and reach a wider audience.
- **Product Sampling:** Offer product samples to potential customers to generate interest and encourage repeat purchases.
- **Loyalty Programs:** Develop a loyalty program to reward repeat customers and foster long-term relationships.

By implementing these recommendations, Anand Sales Corporation can strengthen its position in the dry fruit market and achieve sustained growth for the new e-commerce platform.