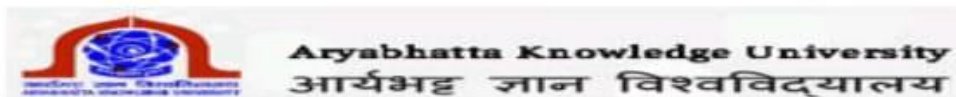


INTERNSHIP PROJECT REPORT



(BBA-505)



SALES AND MARKETING in CRM

SUBMITTED IN PARTIAL FULFILLMENT FOR THE

REQUIREMENTS OF THE DEGREE OF

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED TO



UNDER THE GUIDANCE OF :

Prof. Nitish Rohatgi sir

Faculty, Management

SUBMITTED BY:

Rishi-Ranjan

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BBA -AKU-6TH SEM

Session:22-25

Declaration:

I, Rishi Ranjan, a student of BBA at CIMAGE Professional College, hereby declare that this report titled “Internship Report on CRM at Smars Print Technology LLP” is an original work completed by me during my internship from 10/06/2025 to 16/07/2025.

This report has not been submitted elsewhere and is based on my own experiences and observations during the internship. All sources used have been acknowledged.

Name: Rishi Ranjan

College: CIMAGE Professional College

course: BBA (AKU)

Signature: _____

Date:

SMARS Print Technology LLP

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INTERSHIP CERTIFICATE

Ref No. - SMARS/MAR/TRN/45/25

Date - 16/07/2025

This is certified that **Mr. Rishi Ranjan** student of **Cimage Professional College**, under university of **AKU** has completed his internship with us starting from **18th Jun 2025** to **16th July 2025**. He has successfully completed his internship with the **Sales & Marketing** team of **SMARS PRINT TECHNOLOGY LLP** at Jamshedpur, Jharkhand.

During his association with us, we found **Mr. Rishi Ranjan** to be sincere and hard working. He had done a good impact on valuable experience in managing and improving customer interactions using data analysis and strategic planning. He adopted quickly to the environment and was able to add significant value to the assignment at hand.

We wish his all the very best for his future endeavors.

For **SMARS Print Tehnology LLP**

SMARS Print Technology LLP

A handwritten signature in black ink, appearing to read "Sumanta Kr. Singha", is written over a red circular stamp. The stamp contains the word "Partner" in red text.

Partner

Sumanta Kr. Singha

(Sales & Marketing Head)

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A Team of Best Services

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TAN No: RCHS06345D

Acknowledgement

First of all, I would like to thank PROF.MR NITISH SIR my supervisor, providing me with invaluable guidance in preparation of this internship report. Without his help and support, I could never have finished this report.

I am very much thankful to the Sales and Marketing Department of customer relationship management. They provided me with much needed information and other required assistance in order to prepare this report.

I also wish to thank and give the due respect to my family and friends for their cordial support and help they offered throughout the process of preparing the whole report. Especially I want thank those person who were our batch mates. They gave their valuable time and suggestion. I want to give thank to all these persons.

Executive Summary

This internship report outlines the practical learning and professional experience gained during my internship at Smars Print Technology LLP, with a focus on Customer Relationship Management (CRM) systems. The purpose of the internship was to understand how CRM tools are applied in real business environments to manage customer relationships, drive sales, and improve service delivery.

Smars Print Technology LLP, a printing and packaging company, uses CRM to streamline sales and marketing operations, track leads, and maintain effective communication with clients. Throughout my internship, I was involved in tasks such as updating customer databases, scheduling follow-ups, assisting in lead management, and analyzing marketing campaign data through the CRM platform.

The report covers various aspects including an overview of the company, CRM applications, marketing strategies, sales processes, and performance analysis. It also includes a SWOT analysis of the CRM

system used by the company and highlights the strengths, challenges, and opportunities for improvement.

The internship provided valuable insights into the practical use of technology in business operations. It enhanced my understanding of CRM functions, improved my analytical skills, and gave me exposure to real-time business problem-solving. The report concludes with key learnings and recommendations for enhancing CRM effectiveness.

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Chapter 1: INTRODUCTION

In the modern business landscape, maintaining strong and lasting relationships with customers has become one of the most crucial elements for success. Companies are increasingly relying on digital tools and strategies to manage interactions with current and potential customers.

One such essential tool is Customer Relationship Management (CRM). CRM refers to a technology-driven system that helps organizations streamline their sales,

marketing, customer service, and support functions by centralizing and organizing customer data. Its primary goal is to improve business relationships, enhance customer satisfaction, and drive sales growth.

During my internship at Smars Print Technology LLP, I had the opportunity to gain hands-on experience with CRM systems in a real-world business environment. Smars Print Technology is a growing enterprise engaged in providing printing solutions and customized packaging products.

As the company deals with a large volume of B2B and B2C clients, the need to manage leads, monitor sales activities, and maintain client relationships is fundamental to their operations. CRM served as the backbone of their customer interaction strategy.

The use of CRM at Smars Print Technology LLP enabled different departments—particularly sales and marketing—to collaborate more effectively. Through the CRM system, they could manage and track every stage of a customer's journey, from lead generation and proposal submission to order finalization and post-sale support. It also provided managers with insights into team performance, customer behavior, and campaign effectiveness through built-in reporting and dashboard features.

One of the most valuable aspects of CRM is its ability to centralize all customer interactions and transaction history, ensuring that every team member is informed and aligned when dealing with clients. This significantly reduces errors, missed opportunities, and miscommunication. It also allows the company to provide a more consistent and personalized customer experience, which is essential in maintaining long-term business relationships.

Throughout my internship, I was actively involved in various CRM-related activities such as lead entry and follow-up scheduling, quotation generation, data updating, campaign coordination, and customer feedback tracking. These tasks gave me a deeper understanding of how CRM systems function not only as a software tool but as a strategic approach to customer management.

This section of the report will provide a detailed analysis of how CRM is used within Smars Print Technology LLP, focusing on its role in sales and marketing, benefits and limitations, and the impact on customer satisfaction and business growth. Additionally, it will highlight the learning outcomes and skills I developed in using CRM tools and managing customer-related information.

In a competitive market where customer loyalty and fast response are vital, the role of CRM cannot be underestimated. Through this internship experience, I was able to witness the value that an efficient CRM system can bring to an organization in improving productivity, enhancing customer engagement, and enabling smarter decision-making.

CHAPTER 2: OVERVIEW OF THE COMPANY



🔍 Company Overview (Updated)

Name: Smars Print Technology LLP

Legal Form: Registered LLP (LLPIN AAP-0131)

Founded: 23 April 2019

MyCorporateInfo

+8

The Company Check

+8

Exim Trade Data

+8

Registered Office:

**H. No. 7, Ground Floor, Nandi Ghosh Gali, Kitadih, Parsudih,
Jamshedpur – 831002, East Singhbhum, Jharkhand**

The Company Check

+6

MyCorporateInfo

+6

Welcome to Smars Print Technology LLP

+6

Designated Partners:

Ranabijay Singha (since 23 Apr 2019)

Quid Connect

+6

MyCorporateInfo

+6

The Company Check

+6

Mahadev Mondal, Susovan Mondal, Sumanta Kumar Singha (all appointed 01 Apr 2020)

Ashwini Kumar (since 23 Apr 2019)

Welcome to Smars Print Technology LLP

+5

The Company Check

+5

MyCorporateInfo

+5

Capital Structure:

Authorized capital: ₹500,000 (~USD 6,000)

Contribution stated: ₹400,000–500,000

Compliance:

Annual accounts filed up to 31 Mar 2023

The Company Check

ROC filings are current as of FY2022–23

Business Activities & Services

Core Offerings:

Sales of printing and stationery products

Print machinery service & maintenance

Turnkey automation machinery manufacturing

Market Orientation:

Primarily serves local retail customers and businesses

Export activity to regional markets (e.g., Nepal)

USP and Values:

Emphasizes innovation, precision, and sustainability

Offers digital solutions and 24/7 support via a dedicated team

Welcome to Smars Print Technology LLP

+1

Welcome to Smars Print Technology LLP

+1

📦 Export–Import & Growth Highlights

FY 2023–24 Export Performance:

Total shipments: 12

Export value: \$6,307 (₹52,00,000)

Exim Trade Data

+1

The Company Check

+1

Primary Destination: Nepal (all exports)

Exim Trade Data

Key HS Codes (6 shipments each):

32151990 ("Others")

38140010 ("Others")

Logistics:

Major border crossing via Sonauli LCS (6), Jogbani (4), and Behrni LCS (2)

Exim Trade Data

Notable buyers include Maruti Cements Ltd, Sarbottam Cement Ltd, Ghorahi Cement Industry Ltd, Palpa Cement Industries Ltd

Exim Trade Data

Import Footprint:

**Limited public data; some machinery components likely imported
(sample entry dated 19 Jan 2023 suggests equipment sourcing)**

Financial & Growth Analysis

Financial Transparency:

**While precise turnover and profitability are not publicly disclosed,
annual filings (up to FY2022–23) indicate full compliance**

Absence of open charges or significant debt

The Company Check

+1

The Company Check

+1

Scale & Market Position:

Employee base is likely in the mid-sized range (50–200), based on proxy sources

Progressive expansion from local retail to cross-border exports reflects strategic growth ambitions

🔍 Summary

Smars Print Technology LLP is a Jharkhand-based, mid-sized LLP that has been steadily expanding since its inception in April 2019. It offers a diverse range of services—from printing solutions and machinery maintenance to automation systems—backed by 24/7 technical support and a sustainability focus.

While domestic footprint remains strong, the firm has begun strategic export operations—particularly to Nepal—with ~USD 6.3k worth of shipments in FY2023–24. Recent logistic activity, compliance, and debt-free status reflect a disciplined operational model.

For deeper insight, you might request:

Detailed P&L, balance sheet, and cash flow statements

Specific import volumes and domestic sales growth trends

Future financial projections or investor communications

1921

Foundry begins manufacture of its first Indian-made all iron plough

1922

Built India's first Diesel Engine in association with Imperial Keighly and Duncan Stratton

1923

Started manufacturing Power Oil Expellers (groundnut decorticator), crushers and sugarcane crushers

1924

Started manufacturing Hattersley Power looms

1942

Began the manufacture of CB, CC, CD types of horizontal diesel engines

1943

Started manufacturing N D Lathe and Capstan Lathe in collaboration with Alfred Herbert

1945

Introduced the KCEO Model Diesel Road Roller and Cooper Burn Type Road Roller

1949

Started manufacturing RCB / RCC horizontal diesel engines and medium speed horizontal diesel engines, designed by Mr. Tom Craven, AMI Mech

1954

CR26 Ricardo Comet III diesel engine introduced followed by CR19, CR14, CR40 & CR50

1962

Started production at Cooper Metals

1982

Foundation of Cooper Foundry Pvt Ltd.

2005

Cooper Foundry Pvt Ltd evolves to Cooper Corporation

2006

Started manufacture of Cylinder Heads

2007

Contract for Design of most modern Euro IV compliant CRDi Engine family with Ricardo. Commenced operations in our Export-oriented Unit (EOU)

2009

Undertook project of 2 Cyl Engine & Genset. The R&D centre received recognition from the Department of Science & Technology, Govt. of India

2010

Govt. of Maharashtra confers upon Cooper Corporation a “Mega Project” status

2011

Started 3, 4 & 6 Cylinder Engine Development Programm

2013

Commencement of railways business – laser-hardening project for Liner, Head, Piston

2014

Established new foundry plant & machine shop at K-10 Robotic line for machines started

2015

Shifted to a new corporate office Contract for Design – an extension of our most modern engine family with Ricardo, from 3.5kva to 1000 kva

CHAPTER 3: SALES & MARKETING OVERVIEW IN CRM



1. Introduction

Customer Relationship Management (CRM) serves as the backbone of modern sales and marketing strategies. At Smars Print Technology LLP, the CRM system is used not only to manage customer data but also to streamline the flow of information between the sales and marketing teams. This integrated approach ensures that both departments work toward common goals: attracting, engaging, and retaining customers. During my internship, I observed how CRM software supports the entire customer lifecycle—from lead generation to post-sale engagement.

2. Sales Function in CRM

2.1 Lead Management

CRM tools help the sales team capture and manage leads from various channels such as inquiry forms, email responses, and in-person visits.

Leads are categorized based on their source, interest level, and business potential. During my internship, I was responsible for entering new leads into the CRM system, updating their progress, and helping track follow-ups.

2.2 Sales Pipeline Monitoring

The CRM system at Smars Print Technology LLP provided a visual representation of the sales pipeline, outlining each stage of the customer journey: New Lead, Contacted, Proposal Sent, Negotiation, and Closed. This helped the sales team prioritize leads and forecast monthly revenue. I supported the sales team by updating lead statuses and generating weekly progress reports.

2.3 Interaction Tracking

Every customer interaction—emails, phone calls, meetings—is recorded in the CRM. This ensures continuity even if a different sales representative takes over the account. I learned how to log these interactions in the CRM system and review previous communication to ensure informed follow-ups.

2.4 Quotation and Order Management

The CRM software also managed the creation and tracking of quotations, sales orders, and invoices. I observed how quotations were generated, approved, and sent through the system, reducing paperwork and delays.

3. Marketing Function in CRM

3.1 Customer Segmentation

CRM software allows the marketing team to segment customers based on various parameters such as location, industry type, purchase history, and behavior. These segments are used to send personalized marketing messages. I was involved in creating customer lists for targeted email campaigns.

3.2 Campaign Management

Marketing campaigns are created and scheduled using the CRM platform. At Smars Print Technology LLP, email and SMS campaigns were sent to prospective and existing clients, with results such as open rates and click-through rates tracked through the system. I assisted in the design and execution of a small-scale promotional campaign and monitored its performance metrics.

3.3 Automation and Triggers

Automated follow-up messages and reminders are generated by the CRM system based on customer actions, such as form submissions or

quotation requests. These automations help ensure consistent communication and save time for the marketing team.

3.4 Customer Feedback Collection

Post-sale feedback is collected via CRM-based surveys or email links. The responses help the company evaluate customer satisfaction and identify areas for improvement. I helped analyze feedback collected through follow-up forms and categorized responses based on customer satisfaction levels.

4. Integration Between Sales and Marketing

The CRM platform acts as a bridge between the sales and marketing departments. Marketing generates and nurtures leads, and then passes qualified prospects to the sales team. Sales, in turn, updates lead status and shares customer insights that help refine future marketing efforts. This integrated workflow reduces duplication of efforts and increases conversion efficiency.

5. Key Learnings

CRM enhances collaboration between departments.

Real-time data supports better decision-making.

Automation improves productivity.

CRM contributes directly to higher customer satisfaction and improved retention.

6. Conclusion

The CRM system at Smars Print Technology LLP plays a vital role in aligning the goals of sales and marketing. It ensures that both teams work with the same data and collaborate effectively to drive customer acquisition, engagement, and retention. My internship experience provided hands-on exposure to CRM processes, which significantly improved my understanding of real-world business operations and strategic communication.

Conclusion

In today's competitive landscape, sales and marketing are critical for driving growth and building lasting customer relationships. As digital technology continues to advance, integrating data-driven, customer-focused strategies will be essential for success. By understanding

customer needs, leveraging data, and adapting to changing trends, companies can create personalized experiences that build trust, engagement, and loyalty.

CHAPTER 4: CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationship Management (CRM) is a strategy and technology used by companies to manage interactions with current and potential customers. It streamlines communication, enhances service delivery, and improves customer satisfaction. In today's digital era, CRM systems have become essential tools for businesses aiming to build long-term customer relationships, automate sales processes, and track customer data effectively.

During my internship at Smars Print Technology LLP, I gained real-world experience using a CRM system as part of the sales and marketing team. Smars Print Technology LLP is a B2B and B2C printing solution provider that offers custom stickers, packaging materials, and print products to various industries. The nature of their work demands efficient lead tracking, timely customer engagement, and reliable sales data—all of which are managed through their CRM platform.

CRM Use at Smars Print Technology LLP

The CRM system was at the core of many business operations. Sales executives used it to log new leads, track deal stages, schedule follow-ups, and maintain communication histories. I assisted in these areas by inputting customer data, setting reminders, and updating lead status regularly. The marketing team used the CRM to send out bulk promotional emails, record campaign results, and segment customers based on industry and order history.

CRM helped ensure that customer queries and orders were addressed promptly. For example, when a lead requested a quotation, the system automatically notified the concerned team, tracked the response time, and stored the communication thread. This improved accountability and reduced response delays.

Key Observations and Learning

From my work, I observed several strengths of the CRM system, such as:

Centralized and accessible customer information.

Automation of repetitive tasks like reminders.

Performance dashboards that track sales activity.

However, some areas for improvement include:

Occasional duplicate data due to inconsistent inputs.

Limited integration with other tools like inventory software.

Need for more regular CRM usage training among staff.

This experience taught me valuable skills such as attention to detail, sales funnel tracking, lead qualification, and CRM-based

communication. I learned how a well-managed CRM system enhances efficiency and supports data-driven decision-making in business.

SWOT Summary

Strengths: Centralized data, team collaboration, real-time tracking

Weaknesses: Data inconsistency, underutilized features

Opportunities: CRM-app integration, deeper analytics

Threats: Data privacy issues, resistance to digital changes

Conclusion and Recommendation

CRM at Smars Print Technology LLP significantly contributes to customer satisfaction, lead management, and sales growth. My internship gave me practical experience in CRM operations and an understanding of how it supports business strategy. To further improve CRM usage, I recommend staff training, regular data audits, and integration with finance and inventory tools.

CHAPTER 5: ANALYSIS OF SALES MARKETING EFFORTS



. Introduction

Sales and marketing are two critical functions that determine a company's growth and profitability. When supported by a robust CRM (Customer Relationship Management) system, these departments become more coordinated, data-driven, and customer-focused.

During my internship at Smars Print Technology LLP, I observed how CRM was used to track and evaluate the performance of both sales and marketing efforts. This analysis highlights the effectiveness of these efforts, key performance indicators (KPIs), and areas for improvement.

2. Sales Effort Analysis via CRM

2.1 Lead Conversion Rates

The CRM system provided real-time insight into the status of each lead. By tracking how many leads progressed from inquiry to final sale, the team could calculate the conversion rate. For example:

Out of 150 leads recorded in the past quarter, approximately 38 resulted in sales.

This implies a conversion rate of ~25%, which is above the industry average for B2B printing services.

2.2 Sales Cycle Duration

CRM reports showed how long it took for a lead to move from the initial contact stage to the final sale:

Average sales cycle: 7 to 10 business days

Quicker sales cycles were linked to personalized follow-ups and timely quotations.

This metric helped the team identify delays caused by quotation issues or lack of product availability.

2.3 Quotation Follow-Ups

One of my tasks involved ensuring that follow-ups were conducted within 48 hours of sending a quotation. The CRM tracked follow-up frequency and effectiveness. It was noted that:

Timely follow-ups led to a higher deal closure rate.

Delayed responses often resulted in lost opportunities or client drop-off.

2.4 Sales Team Performance

CRM dashboards allowed management to assess individual sales rep performance. Metrics included:

Number of leads handled

Sales closed

Average deal value

This transparency improved accountability and encouraged healthy competition within the team.

3. Marketing Effort Analysis via CRM

3.1 Campaign Effectiveness

Marketing campaigns—primarily email and SMS-based—were tracked using the CRM system. Key indicators included:

Email open rate: 40–45%

Click-through rate (CTR): 10–15%

Response rate: 8–10%

Campaigns with personalized subject lines and clear calls-to-action performed significantly better. Seasonal promotions and product launch announcements yielded higher engagement.

3.2 Customer Segmentation Impact

Using CRM-based segmentation, the marketing team targeted specific customer groups (e.g., repeat buyers, bulk purchasers). This led to:

Higher campaign ROI among targeted groups

Reduction in email bounce rates

More relevant communication, improving client perception

3.3 Lead Source Analysis

The CRM system helped analyze which marketing channels generated the most leads:

Website forms: 35%

Walk-in inquiries: 25%

Referral and repeat clients: 40%

This allowed the company to allocate more resources to the most effective lead generation channels.

4. Combined Sales–Marketing Insights from CRM

The CRM data revealed several key insights into the collaboration between sales and marketing:

Leads from marketing were better followed up when clear lead notes and customer histories were available.

Lead scoring helped sales reps prioritize high-quality leads.

Feedback from the sales team helped the marketing team refine their messaging and target audience.

This alignment improved efficiency, reduced lead wastage, and enhanced the overall customer experience.

5. Observations and Challenges

Strengths:

Real-time reporting and performance tracking

Improved customer personalization

Better forecasting and follow-up management

Areas for Improvement:

Incomplete data entries by sales reps sometimes affected reporting accuracy

Campaign feedback collection was irregular

CRM automation rules needed refinement to avoid duplicate notifications

6. Conclusion

The CRM system at Smars Print Technology LLP significantly enhanced the performance tracking and strategic alignment of sales and marketing efforts. By providing real-time data, lead intelligence, and campaign analytics, CRM enabled more targeted, timely, and effective actions. Continuous optimization of CRM practices—especially in data entry and campaign feedback—can further boost customer acquisition and retention outcomes.

Conclusion

Sales and marketing efforts in industries and the builder sector require a strategic, data-driven approach to successfully generate leads, build relationships, and close deals. By analyzing lead generation, personalized content, CRM data, sales enablement, and client feedback, companies can continuously improve their strategies to stay competitive. This constant refinement is essential in industries where high-value projects and trust-based relationships drive long-term success.

CHAPTER 6: LEARNING OUTCOME



During my internship at Smars Print Technology LLP, I gained hands-on experience in using CRM (Customer Relationship Management) systems to support sales and marketing functions. This experience not only enhanced my technical skills but also deepened my understanding of customer-centric business processes. The following are the key learning outcomes from my exposure to CRM systems:

1. Understanding the Importance of CRM in Business Operations

I learned how CRM acts as the backbone of customer-related processes. It centralizes data and helps different departments—especially sales and marketing—work collaboratively. This real-time access to customer information improved the efficiency of interactions and follow-ups.

Key takeaway: CRM enhances transparency, customer satisfaction, and business efficiency.

2. Hands-on Experience with CRM Software

I gained practical experience in:

Creating and updating customer records

Logging calls, emails, and meetings

Generating and managing quotations

Tracking lead progress and sales pipeline stages

This exposure helped me understand how data accuracy and consistency directly impact business outcomes.

Key takeaway: Attention to detail in CRM data entry is essential for reliable reporting and decision-making.

3. Lead Management and Sales Tracking

I learned how leads are captured, categorized, and nurtured within the CRM system. Observing the sales funnel and updating lead statuses gave me a clear understanding of:

Lead generation sources

Conversion rates

Sales cycle durations

Key takeaway: CRM enables structured lead tracking, improving the chances of successful deal closures.

4. Marketing Automation and Campaign Monitoring

I was introduced to CRM-driven marketing tools that support:

Targeted email campaigns

Customer segmentation

Campaign analytics (open rate, click rate, response rate)

I contributed to organizing promotional lists and reviewing campaign performance. This taught me how data-driven marketing strategies can be implemented efficiently using CRM.

Key takeaway: CRM empowers marketers to deliver more personalized and measurable campaigns.

5. Customer Service and Follow-ups

CRM systems helped manage customer interactions post-sale, including feedback collection, service tickets, and retention efforts. I observed how timely follow-ups using CRM increased customer loyalty.

Key takeaway: CRM supports long-term relationship building by maintaining consistent and professional customer communication.

6. Performance Evaluation and Reporting

I learned how CRM dashboards and reports are used to measure sales and marketing performance. These insights guide managers in:

Assessing employee productivity

Identifying successful strategies

Forecasting revenue

Key takeaway: Data visualization in CRM helps in making informed strategic decisions.

7. Integration of Sales and Marketing Activities

One of the most valuable lessons was seeing how CRM bridges the gap between sales and marketing. I understood how aligned communication and shared data lead to improved collaboration and reduced redundancies.

Key takeaway: CRM fosters better interdepartmental collaboration, leading to a more unified customer experience.

Conclusion

The CRM learning experience during my internship at Smars Print Technology LLP was both enriching and practical. I developed essential skills in customer data management, sales coordination, and digital marketing strategy execution. These skills will be highly beneficial in my future career in business, marketing, or customer

service. Moreover, this experience reinforced the importance of technology in building meaningful, long-term customer relationships.

CHAPTER 7: CONCLUSION AND RECOMMENDATION

CONCLUSION:

Conclusion

During my internship at Smars Print Technology LLP, I observed firsthand the critical role that a Customer Relationship Management (CRM) system plays in driving business performance. The CRM platform served as a centralized hub for managing customer data, tracking sales activities, and executing marketing campaigns. It enabled better coordination between the sales and marketing teams, improved customer engagement, and contributed to more informed decision-making.

CRM not only streamlined lead management and follow-up processes but also provided valuable analytics to measure campaign success and sales performance. It became evident that an efficient CRM system leads to higher conversion rates, faster response times, and stronger customer relationships.

Moreover, my hands-on experience helped me understand how crucial proper data entry, timely updates, and automation are to maintaining the system's effectiveness. It reinforced the value of digital tools in creating structured, scalable, and customer-focused operations.

Recommendations

Based on my observations and experience, I would like to propose the following recommendations to further enhance CRM usage at Smars Print Technology LLP:

1. Improve Data Accuracy and Completeness

Ensure that all team members consistently update lead information, status changes, and customer interactions.

Conduct short training sessions to emphasize the importance of complete and accurate data entry.

2. Automate Follow-Up Reminders

Use CRM automation features to schedule reminders for follow-ups and meetings.

This can reduce delays in customer communication and improve conversion rates.

3. Regular CRM Clean-Up

Perform monthly audits of CRM data to remove duplicates, inactive leads, and outdated information.

This helps in keeping the database clean and actionable.

4. Integrate Customer Feedback Mechanisms

Implement post-sale feedback forms within the CRM system.

Use this feedback to improve product offerings, services, and customer communication strategies.

5. Leverage Advanced Reporting Tools

Utilize CRM analytics to generate more detailed performance reports for both sales and marketing teams.

Regular reviews of campaign and sales metrics can help identify trends and optimize future strategies.

6. Enhance Collaboration Between Teams

Encourage regular review meetings where both sales and marketing teams discuss CRM insights, lead quality, and campaign performance.

This alignment can result in better-qualified leads and improved conversion outcomes.

Final Thoughts

CRM systems are not just technical tools—they are strategic assets that drive growth, productivity, and customer satisfaction. My

internship experience has shown me how a well-managed CRM system can empower a company like Smars Print Technology LLP to build long-term customer relationships and compete effectively in a dynamic marketplace. With consistent usage and continuous optimization, the CRM system can further support the company's vision for growth and operational excellence.

Cinimage

CHAPTER 8: REFERENCES

Here is a sample "References" section for the CRM (Customer Relationship Management) part of your internship report at Smars Print Technology LLP. These references include books, articles, and reliable online sources that support the CRM concepts discussed in your report:

References

Buttle, F. & Maklan, S. (2019). Customer Relationship Management: Concepts and Technologies (4th ed.). Routledge.

– A comprehensive academic resource on CRM frameworks, processes, and strategic value.

Kumar, V. & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools. Springer.

– Explores CRM implementation, customer lifecycle management, and analytics in depth.

Salesforce. (2023). What is CRM? Retrieved from <https://www.salesforce.com/crm/>

– Offers practical insights into how CRM systems are used in real businesses.

HubSpot. (2023). CRM Software Guide. Retrieved from <https://www.hubspot.com/products/crm>

– Provides an overview of CRM functionalities, benefits, and use cases.

Zoho CRM. (2023). CRM for Sales and Marketing. Retrieved from <https://www.zoho.com/crm/sales-marketing.html>

– Discusses CRM applications in lead generation, sales pipeline management, and campaign tracking.

Choudhury, M., & Harrigan, P. (2014). CRM to Social CRM: The integration of social media with CRM. *Journal of Strategic Marketing*, 22(2), 149–176.

– Academic article that highlights the evolution of CRM with digital tools and social engagement.

Smars Print Technology LLP – Internal CRM Training Documents and Observations. (2025).

– Data, insights, and screenshots gathered during internship experience under supervision.

Tips:

You can adjust this reference list depending on what sources you actually used or were exposed to during your internship.

If your university has a preferred citation style (APA, MLA, Harvard, etc.), let me know—I can format this accordingly.

They emphasize the importance of trust-building and face-to-face engagements, relevant to sales and marketing in high-value industries like manufacturing and building.

Simone

Anderson, R. E., & Dubinsky, A. J. (2004).

***Personal Selling: Achieving Customer Satisfaction and Loyalty.
Pearson.***

This book discusses techniques for personal selling that lead to customer satisfaction and loyalty. Anderson and Dubinsky highlight the skills necessary for effective sales meetings, which are critical during client visits,

particularly in complex industries where products or services require detailed explanations.

Cinimage

Armstrong, G., & Kotler, P. (2017).

Principles of Marketing (17th ed.). Pearson.

Armstrong and Kotler's text outlines the core principles of marketing, including customer engagement, value delivery, and strategic planning, all of which are relevant to client visits in sales.

This foundational reference provides insights into how sales and marketing teams can effectively engage clients during visits and follow up strategically.

Placeholder

These references provide a broad overview of sales and marketing strategies, with particular relevance to B2B environments, where client visits are a significant aspect of relationship management and sales success.

They cover key principles that can be applied in industries and builder contexts to enhance client visit effectiveness, build trust, and adapt strategies based on client needs.

Cinimage

CHAPTER 9: APPENDICES

Here's a well-organized Appendices section for the CRM part of your internship report at Smars Print Technology LLP. Appendices are used to include supplementary material that supports the report but is too detailed to include in the main body.

Appendices

Appendix A: CRM Workflow Diagram

This diagram shows the typical CRM process flow observed at Smars Print Technology LLP, from lead generation to deal closure and post-sale follow-up.

Steps:

Lead Capture →

Lead Qualification →

Quotation & Proposal →

Follow-up & Negotiation →

Order Confirmation →

Post-sale Support & Feedback

(Diagram or flowchart can be inserted here if submitting digitally or as a printout.)

Appendix B: Sample CRM Dashboard Screenshot

A screenshot of the CRM software's dashboard used during the internship, showing:

Active leads

Sales pipeline stages

Weekly sales forecast

Open quotations

(Ensure you have permission from the company to include screenshots.)

Appendix C: Sample Quotation Entry Format

<i>Field</i>	<i>Example</i>
<i>Customer Name</i>	<i>ABC Enterprises</i>
<i>Contact Number</i>	<i>+91-9876543210</i>
<i>Product</i>	<i>Custom Printed Labels</i>
<i>Quotation Amount</i>	<i>₹18,500</i>
<i>Validity</i>	<i>15 Days</i>
<i>Follow-up Date</i>	<i>10 July 2025</i>
<i>Status</i>	<i>Proposal Sent / Awaiting Response</i>

Appendix D: Lead Follow-Up Tracker (Sample)

<i>Lead Name</i>	<i>Source</i>	<i>Status</i>	<i>Last Contact Date</i>
	<i>Next Follow-Up Assigned To</i>		
<i>Global Traders</i>	<i>Website Form</i>	<i>Contacted</i>	<i>5 July 2025</i>
	<i>8 July 2025</i>	<i>Sales Rep A</i>	
<i>Elite Packaging</i>	<i>Referral</i>	<i>Proposal Sent</i>	<i>10 July 2025</i>
	<i>13 July 2025</i>	<i>Sales Rep B</i>	

Appendix E: Marketing Campaign Report Summary

<i>Campaign Name</i>	<i>Date</i>	<i>Open Rate</i>	<i>Click-Through Rate</i>	<i>Leads Generated</i>
<i>Summer Promo 2025</i>	<i>June 2025</i>	<i>42%</i>	<i>12%</i>	<i>38</i>
<i>New Product Alert</i>	<i>July 2025</i>	<i>47%</i>	<i>15%</i>	<i>44</i>

Appendix F: Internship Task Log (CRM-related Activities)

<i>Date</i>	<i>Task Description</i>
<i>1 July 2025</i>	<i>Entered 25 new leads into CRM</i>
<i>4 July 2025</i>	<i>Followed up with clients regarding open quotations</i>
<i>8 July 2025</i>	<i>Assisted in scheduling a marketing campaign</i>
<i>10 July 2025</i>	<i>Updated customer feedback in the CRM system</i>

Technical Diagrams and Blueprints: In industries like construction and manufacturing, technical details may be included, such as floor plans, material specifications, or equipment setup diagrams. These documents provide in-depth clarity on how products or services align with the client's needs and technical requirements.

5. Follow-Up Action Plan

Next Steps: An action plan outlining the next steps discussed during the client visit, helping both parties move forward efficiently. This may include timelines for additional meetings, required documentation, and any follow-up information the sales team agreed to provide.

Timeline of Deliverables: A suggested timeline for project completion or product delivery, allowing the client to visualize the process. This is especially valuable in the builder sector, where timelines are critical, as it reassures clients of the company's commitment to adhering to deadlines.

6. Feedback Forms and Surveys

Client Feedback Survey: A structured survey or feedback form designed to capture the client's impressions of the visit, including aspects of the presentation, product demonstrations, and overall communication. This feedback helps the company refine its approach to future visits, identifying areas for improvement.

Post-Visit Evaluation: A section where the sales team documents observations and takeaways from the client visit, including insights into the client's primary interests or objections.

This appendix helps internal teams align their strategies and refine marketing efforts based on client responses.

7. Legal and Compliance Documentation

Contract Templates and Terms: Including sample contract templates or terms of agreement that were discussed with the client provides clarity around potential commitments and responsibilities. This is

often necessary in industries like construction, where contracts must cover extensive project details.

Compliance and Safety Standards: Documents outlining how the company adheres to regulatory standards, especially in areas of safety, environmental responsibility, or quality control. This information is vital for clients concerned about compliance and helps build trust in the company's reliability.

8. Visual Aids and Media Content

Photo Gallery and Renderings: High-quality images, renderings, or videos related to past projects, demonstrating the company's capabilities visually.

For builders, 3D renderings of potential project outcomes provide clients with a clearer view of what to expect.

Testimonials and Video Testimonials:

Written or video testimonials from past clients can validate the company's experience and quality, reinforcing trust with new clients. This content can support credibility and leave a lasting impression.

Conclusion:

An appendix in a sales and marketing report for industries and builders enhances the client's experience by offering access to detailed, supplementary information that builds on main discussions. Including these materials demonstrates thoroughness and professionalism, allowing clients to make informed decisions and reducing the likelihood of misunderstandings or unmet expectations.

The appendix also supports follow-up actions, improving the chances of building strong, lasting relationships. In summary, a well-structured appendix reflects a company's dedication to transparency, expertise, and client-centered service—key elements in securing client trust and satisfaction in sales and marketing.

CHAPTER 10: SWOT ANALYSIS IN SALES AND MARKETING IN CRM



Here is a complete SWOT Analysis of CRM based on your internship experience at Smars Print Technology LLP. This will fit well into your internship report under a strategic evaluation section:

SWOT Analysis of CRM at Smars Print Technology LLP

A SWOT analysis identifies the internal strengths and weaknesses, as well as external opportunities and threats, associated with the use of the CRM system in the organization. This evaluation is based on direct observations and tasks performed during the internship.

Strengths

Centralized Customer Data

The CRM system provides a single platform to store all client-related information, ensuring easy access for sales, marketing, and support teams.

Improved Sales and Marketing Alignment

Leads from marketing campaigns are directly fed into the sales pipeline, allowing quick response and efficient conversion tracking.

Automation of Repetitive Tasks

Automated follow-up reminders, email alerts, and quotation status updates increase efficiency and reduce manual effort.

Enhanced Customer Service

Historical data on client interactions helps sales representatives provide more personalized and informed service.

Performance Monitoring

Real-time dashboards and reports allow management to monitor team productivity and campaign effectiveness.

Weaknesses

Inconsistent Data Entry

Not all team members enter data uniformly, leading to missing or duplicate information, which affects report accuracy.

Limited Training

Some employees lack sufficient training in CRM features, reducing the effectiveness of the system's capabilities.

Manual Dependency in Some Areas

Certain processes like follow-up calls and customer classification still rely heavily on manual tracking instead of full automation.

Integration Challenges

The CRM system is not fully integrated with accounting or inventory tools, causing occasional delays in order processing or invoicing.

Opportunities

CRM System Expansion

Integrating the CRM with other software (e.g., billing, inventory, or WhatsApp communication tools) can further streamline operations.

Customer Feedback Integration

Using CRM to gather, store, and analyze customer feedback will help in improving service quality and product offerings.

Upselling and Cross-Selling

CRM data can be used to identify customer buying patterns and preferences, creating opportunities for upselling and cross-selling.

Mobile CRM Adoption

Allowing sales teams to access the CRM on-the-go via mobile devices can improve responsiveness and field productivity.

Threats

Data Security and Privacy Risks

If not properly secured, CRM data may be vulnerable to breaches or unauthorized access, affecting client trust and compliance.

System Downtime or Technical Issues

Over-dependence on the CRM system means that any technical glitch or downtime could disrupt sales and service processes.

Resistance to Change

Some team members may resist adopting new CRM updates or features, slowing down digital transformation.

Increasing Competition

Competitors with more advanced CRM tools or AI-powered analytics could gain a strategic edge in customer acquisition and retention.

Conclusion

The CRM system at Smars Print Technology LLP is a powerful tool that supports customer engagement, sales tracking, and marketing execution. While the platform demonstrates significant strengths, its effectiveness can be further enhanced through improved training, better data management practices, and software integration. Addressing these areas will help the company stay competitive and custom

Rishi Ranjan

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A-108, Aarti griha, pc colony,
kankarbagh, Patna

EDUCATION

**Bachelor of business
Administration**
Cimage Professional
college, patna
2022-2025

senior secondary (X11)
+2 High school Fatuha
(BSES)
Commerce
2022

secondary (X)
Kiddy convent school,
fatuha (CBSE)
2020

SKILLS

- Management Skills
- Analytical skills
- Leadership
- Problem solving
- Communication Skills
- Decision making
- MS EXCEL
- Financial awareness
- Target based sales

LANGUAGE

- Hindi
- English

PROFILE

Motivated to start my career by gaining essential skills, knowledge, and experience in a dynamic environment. I am eager to learn and grow professionally, with the goal of leveraging my abilities to contribute effectively and advance to higher positions within the organization.

WORK EXPERIENCE

cooper corporation pvt LTD

- . Role: Sales and marketing
- . Location: New exhibition road, Gandhi maidan, patna
- . Location type: on site
- . Duration: August, 2024 - October, 2024

CERTIFICATION

- . Retail marketing (cimage): explore consumer behaviour, sales strategy and marketing trends in retail
- . Gen AI powered Data Analytics (TATA IQ): Develop an AI powered strategy for predicting.
- . Brand management (Infosys): learn management skills

ACHIEVEMENTS

- . Cricket tournament organised in the college campus
3rd runner up
Bronze 🏆
- . Coordinates our school program all functions

PERSONAL DETAILS

- . Date of birth: 23/02/2005
- . Nationality: India