

**A SUMMER INTERNSHIP IN OUTLOOK PVT LTD IN  
FINANCE DEPARTMENT**

*A Training Report*

*Submitted in partial fulfillment of the requirements for  
the award of the Degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**

By

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## **DECLARATION CERTIFICATE**

This is to certify that the work presented in the project entitled "**A summer internship in outlook Pvt. Ltd. In finance department**" in partial fulfillment of the requirement for the award of Degree of Bachelor of Business Administration of Birla Institute of Technology Mesra, Ranchi is an authentic work carried out under my supervision and guidance.

To the best of my knowledge, the content of this project does not form a basis for the award of any previous Degree to anyone else.

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## **CERTIFICATE OF APPROVAL**

The foregoing training report entitled "**A Summer Internship In Outlook Pvt Ltd In Finance Department**", is hereby approved as a creditable study of project topic and has been presented in satisfactory manner to warrant its acceptance as prerequisite to the degree for which it has been submitted.

It is understood that by this approval, the undersigned do not necessarily endorse any conclusion drawn or opinion expressed therein, but approve the training report for the purpose for which it is submitted.

**(Internal Examiner)**

**(External Examiner)**

## **ACKNOWLEDGMENTS**

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## **ABSTRACT**

During the internship, key tasks focused on payment gateway analysis, financial modeling, stock market analysis, and cash flow analysis, contributing to strategic growth and decision-making for the organization.

The payment gateway analysis reviewed 10 platforms, highlighting their features, costs, and business tie-ups. Recommendations for three optimal gateways were made based on factors like cost and security. An EMI strategy was also developed to boost Outlook Group subscriptions.

In financial modeling, 20 asset classes were analyzed for risk and returns, and primary research on investor behavior helped design tailored portfolios for individuals across various income levels.

The stock market analysis examined factors influencing stock prices and evaluated key financial indicators. Trend analysis of the top stocks for FY 2023-24 led to investment recommendations for companies like IndusInd Bank and Titan.

Finally, the cash flow analysis assessed cash flows across sectors like FMCG and BFSI, offering insights into financial health and guiding business decisions.

## **NOMENCLATURE**

**PVT:** PRIVATE

**LTD:** LIMITED

**INR:** INDIAN RUPEE

**HR:** HUMAN RESOURCE

**ESG:** ENVIRONMENTAL SOCIAL GOVERNANCE

**WAU:** WEEKLY ACTIVE USERS

**MAU:** MONHLY ACTIVE USERS

**SEO:** SEARCH ENGINE OPTIMISATION

**ID:** IDENTIFICATION

**EMI:** EQUATED MONTHLY INSTALLMENT

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# CHAPTER-1 INTRODUCTION

## 1. INTRODUCTION TO THE COMPANY

The Outlook Group is a prominent publishing house in India, renowned for its five flagship titles. **Outlook** is the nation's leading current affairs and news magazine, launched in 1995. Known for its fearless and investigative journalism, it addresses critical questions often left unspoken. **Outlook Business** offers deep insights and fresh perspectives on the business world, presenting thought-provoking and comprehensive analysis. **Outlook Money**, India's top personal finance magazine, provides expert advice and detailed analysis on investing, smart spending, and borrowing wisely. **Outlook Traveller** is a treasure trove for travel enthusiasts, offering the latest trends in tourism, stunning visuals, practical tips, and immersive travel stories that make it a captivating read.

### 1.1 COMPANY HISTORY

Outlook Publishing (India) Pvt. Ltd. began operations in 1995 as a division of Hathway Investments Private Limited, with the introduction of *Outlook*, a current affairs news magazine. In 2003, the division was spun off into an independent entity, Outlook Publishing (India) Pvt. Ltd.

Vinod Mehta, a renowned journalist, was the Founder and Editor-in-Chief of *Outlook* Magazine. He remained with the publication until 2012. In 2001, a compilation of his articles, titled *Mr. Editor, How Close Are You to the PM*, was published. Mehta's highly praised memoir, *Lucknow Boy*, came out in 2011. He passed away on March 8, 2015, in New Delhi, after a prolonged illness.

The company's portfolio includes *Outlook* (English), *Outlook Money*, *Outlook Business*, *Outlook Traveller*, and *Outlook Hindi*, along with an expanding range of digital offerings.

Outlook Publishing (India) Pvt. Ltd. is part of the Rajan Raheja Group, which has diverse interests in sectors such as real estate, construction, automotive batteries, cement, ceramic tiles,

mutual funds, hospitality, media, and entertainment. The group is valued at ₹3.5 billion. The company's corporate office is located in South Delhi.

## **1.1. ORGANIZATION CHART**

### **DEPUTY ART DIRECTOR**

Raj Bhattacharya

- Designs and oversees the layout and visual presentation of the magazines.
- Works closely with editors and photographers to ensure the aesthetics align with the content.
- Manages design teams, ensures timely delivery of creative assets, and upholds brand identity.

### **HEAD FINANCE MANAGER**

Diwan Bisht

- Oversees all financial operations, including budgeting, forecasting, and financial reporting.
- Ensures the profitability of magazine sales through careful planning and cost management.
- Manages cash flow, audits, tax planning and financial compliance.

## **HEAD HUMAN RESOURCE MANAGER**

Pragya Vas

- Manages recruitment, employee relations and staff development.
- Develops HR strategies to ensure the company's workforce is motivated and aligned with the company's goals.
- Ensures smooth on boarding, training and compliance with labor laws.

## **ENVIRONMENTMANAGER**

Alok Chandra

- Monitors and improves the company's environmental impact, promoting sustainability in printing and distribution processes.
- Implements policies to minimize waste, optimize energy use and reduce the carbon footprint in magazine production and logistics.

## **VICE PRESIDENT SALES MARKETING**

Tushar Ghosh

- Leads the development and execution of sales and marketing strategies for the magazines.
- Manages teams responsible for increasing magazine subscriptions, new stand sales and advertising revenue.
- Establishes partnerships and corporate deals to boost sales and brand visibility.

## **COMPANY SECRETARY AND LAW OFFICER**

Ankit Mangal

- Ensures legal and regulatory compliance, handling contracts and intellectual property matters.
- Advises the company on corporate governance and legal risks, particularly regarding media laws.
- Manages relationships with external legal advisors.

## **SALE MANAGER**

Tushan Ghosh

- Directly oversees the sales team, driving subscription sales and managing relationships with retailers.
- Analyzes sales data sets targets and implements strategies to maximize revenue.
- Ensures customer satisfaction and resolves any issues related to magazine distribution and orders.

## **TECHNICAL SUPPORT SPECIALIST**

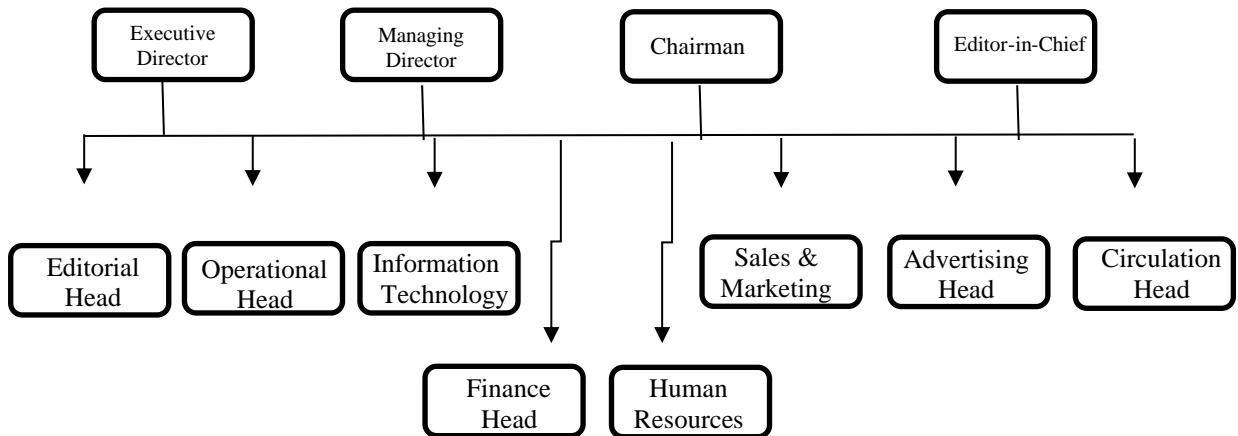
Dheeraj Chandra

- Provides technical support for digital magazine subscriptions, including trouble shooting website issues and digital downloads.
- Assists with the implementation of new technologies for online sales and subscription platforms.

## **VICE PRESIDENT DIGITAL MARKETING**

Jaspal Sahi

- Develops and oversees digital marketing strategies, including SEO, social media, email campaigns, and digital ad placements.
- Manages the online presence of the magazines, working to increase digital subscriptions and website traffic.
- Analyzes digital performance metrics and adjusts campaigns to improve conversion rates.



### **1.1.3 PRODUCT/SERVICE OFFERING**

Outlook Publishing (India) Pvt. Ltd. used to do business in Print Media format but post-pandemic they have opened their horizon and entered into the Digital platform too where they have a subscription-based where access is given to users who have subscribed to it.

We will further know about the different Product Categorization of Outlook in Print Media and Digital Media.

### **OUTLOOK**

Outlook, India's most trusted current affairs and news magazine, was launched in 1995. Renowned for its fearless and bold reporting, it consistently addresses questions many have pondered but never dared to voice. Outlook has revolutionized and redefined how news and general interest magazines are presented in the country. It offers content that is both comprehensive and succinct, with an investigative and audacious approach.

### **OUTLOOK MONEY**

Outlook Money, India's leading personal finance magazine, provides detailed analysis and expert advice on smart investing, prudent borrowing, and efficient spending. As we navigate

One of the most challenging economic periods in history, market speculation is rampant.

#### **OUTLOOK TRAVELLER**

Outlook Traveler, a monthly magazine from Outlook Publishing India Pvt. Limited, stands as the leading publication dedicated to travel enthusiasts. Since its launch in June 2001, OT has consistently introduced readers to the beauty of hidden destinations, while also inspiring them to see well-known places from a new perspective.

#### **OUTLOOK HINDI**

Outlook Hindi is a dynamic magazine primarily enjoyed by modern and forward-thinking readers. This comprehensive fortnightly covers current affairs and general interest topics, catering to informed and engaged citizens, cultured individuals, discerning consumers, empathetic human beings, and thoughtful families.

#### **OUTLOOK BUSINESS**

Outlook Business is a thought-provoking and insight full magazine offering a fresh perspective on key business issues, designed to inform and inspire decision-makers. With its in-depth analysis and comprehensive approach, it helps readers think beyond the obvious and stay ahead. The magazine covers critical business developments, providing clear insights into their impact and implications for decision-making. By examining economic, political, regulatory, and market-driven influences, Outlook Business ensures a well-rounded view of the business landscape.

#### **OUTLOOK RESPONSIBLE TOURISM**

Outlook Responsible Tourism Initiative has been rallying to protect and preserve India's heritage for 9+ years.

We have engaged with over 20 states of India and initiated regular engagements with local operators and home stay owners.

## **OUTLOOK STARTUP**

Outlook Startup covers the startup system through detailed analysis and incisive reporting of this growing domain.

Outlook “The Outperformers” list, launched on 01 November’23, is a first-of-its-kind survey to analyze India’s Best Growth Startups and India’s Best States and Cities for Startups.

## **OUTLOOK PLANET**

Outlook Planet is a dedicated platform focused on promoting sustainability, environmental conservation, and corporate responsibility. Outlook Business ESG Bharat Preparedness Report is the only sectoral report on ESG preparedness ever published by any media organization in India.

## **OUTLOOK MONEY RETIREMENT**

A crucial aspect of Personal Finance mired in jargon and plagued by misinformation, retirement planning needs immediate focus. Outlook Money Retirement is a one-stop solution for all retirement-related queries across wellness, travel , assisted living , and financial planning.

### **1.2. MARKET SERVED**

Outlook Publishing India Private Limited serves the following markets:

#### **1. Demographics:**

- Age: 25-55 years
- Income: Middle to upper-middle class
- Education: Graduate and above
- Interests: News, current events, business, finance, travel, and culture

#### **2. Psychographics:**

- Individuals seeking in-depth analysis and insights on current events
- Business professionals and entrepreneurs
- Travel enthusiasts
- Individuals interested in personal finance and investing.

### **3. Geographic:**

- Urban and semi-urban areas
- Major cities: Delhi, Mumbai, Bangalore, Chennai, Hyderabad, and Kolkata
- Online presence: Global reach through digital media.

### **4. Industry:**

- Media and publishing
- Advertising and marketing
- Business and Finance
- Travel and tourism
- Education and research.

### **5. Customer Segments:**

- Individual subscribers
- Corporate clients (bulk subscriptions)
- Advertising clients (print and digital)
- Event participants and sponsors.

## **2. INTRODUCTION TO THE DEPARTMENT**

The Finance Department at Outlook Pvt. Ltd. plays a pivotal role in managing the financial health of the company, ensuring that all financial activities align with corporate strategies and growth objectives. The department oversees budgeting, financial planning, cash flow management, and investment strategies to support the organization's various operations and initiatives.

As a finance intern, my responsibilities included gaining a comprehensive understanding of Outlook's financial operations and contributing to tasks central to the department's objectives. Key areas of focus were:

**Financial Planning and Analysis:** Assisting in the preparation of financial models, evaluating investment opportunities, and analysing market trends to inform strategic financial decisions.

**Cash Flow Management:** Supporting the finance team in monitoring cash inflows and outflows to maintain optimal liquidity across departments.

**Payment Gateway Analysis:** Evaluating multiple payment gateways for cost-effectiveness, transaction success rates, and security features, which helped inform recommendations on selecting and optimizing payment systems for customer subscriptions?

**Stock Market and Investment Analysis:** Conducting research on stock performance and market trends, providing insights that contributed to the development of investment strategies aligned with Outlook's financial goals.

## **CHAPTER–2 TRAINING**

The internship session started on 7th May 2024 where we were oriented where the task and the different training activities. The perform during this Internship was under the Finance department. The internship was Work from Home internship where every meeting was held on Zoom and tasks were assigned. The internship ask was divided into 3 Modules

### **2.1 TRAINING OBJECTIVES**

**Financial Strategies:** As an intern in the financial department, understanding financial strategies is crucial for contributing to the organization's financial health. Interns should learn about various financial planning techniques, including budgeting, forecasting, and investment analysis.

**Corporate Knowledge:** Corporate knowledge encompasses the understanding of the company's operations, structure, and industry context. For an intern, this involves familiarizing themselves with the organization's mission, values, and strategic objectives. It also includes knowledge of key financial metrics, business units, and market trends that impact the company's performance.

**Work Experience:** Work experience in a financial department exposes interns to real-world applications of their academic knowledge. Interns will engage in various tasks such as data entry, financial reporting, and analysis of financial statements. This hands-on experience is invaluable for developing practical skills, such as using financial software, conducting variance analysis, and preparing budgets.

**Financial Knowledge:** Financial knowledge refers to the understanding of fundamental financial concepts, tools, and principles that underpin financial decision-making. As an intern, gaining expertise in areas such as accounting principles, financial analysis, and investment strategies is vital.

## **2.2 TRAINEE'S JOB PROFILE**

As an intern in the Finance Department at Outlook Pvt. Ltd., my primary responsibilities were focused on understanding and analyzing financial strategies relevant to the publishing industry. The internship allowed me to work remotely, with tasks assigned and tracked through online meetings and periodic check-ins. My role was divided into three key modules that covered a range of responsibilities:

**Market Research and Product Analysis:** I conducted research on the different magazine products offered by Outlook, such as *Outlook Traveller*, *Outlook Business*, and *Outlook Money*, analysing factors like subscription prices, target demographic, and customer preferences. This research helped shape insights into consumer behaviour across age groups and assisted in identifying potential revenue generation opportunities through customer segmentation.

**Financial Data Analysis:** My tasks involved collecting and analyzing payment gateway data to understand transaction patterns and cost efficiency. Additionally, I participated in the financial modelling of various scenarios, assessing potential revenue impacts from different marketing and pricing strategies.

**Stock Market and Cash Flow Analysis:** Engaging in stock market analysis, I studied key factors affecting stock prices and applied trend analysis to suggest investment recommendations. I also assisted in cash flow analysis to understand liquidity and allocation within different company sectors.

**Collaborative Reporting and Strategy Development:** Through regular virtual meetings, I reported my findings to supervisors and contributed to strategy discussions regarding EMI options for subscriptions and brand positioning.

## 2.3 LEARNING OUTCOMES

**Enhanced Decision-Making:** These tasks provided deep insights into payment gateways, financial modeling, stock market dynamics, and cash flow analysis, enabling informed decision-making for both businesses and investors.

**Strategic Business Planning:** The research and analysis offered actionable recommendations for businesses like Outlook, aiding in the selection of the right payment gateways and the formulation of customer-centric EMI strategies.

**Improved Financial Literacy:** Investors and businesses had better understanding of finance metrics, market trends, and investment strategies, leading to improved portfolio management and growth opportunities.

**Research and Presentation:** Got the knowledge about the corporate techniques and research methodology company takes into account and expect from intern.

## 2.4 TRAINEE'S CONTRIBUTION

### MODULE 1

- Exceeded the minimum lead generation target of Rs. X by contributing Rs. (X+800)
- Successfully contacted and negotiated with two potential customers
- Contributed a decent amount to the company's revenue as an intern

Magazine Task Achievement

	PRICE(rupees)	CATEGORY	AGE (year)
PERSON1	600	OUTLOOK TRAVELLER	25
PERSON2	1000	OUTLOOK BUSINESS	45
PERSON3	750	OUTLOOK MONEY	32
PERSON4	900	OUTLOOK HINDI	42

## MODULE 2

### PRIMANY AND SECONDARY RESEARCH ON TOPICS:

1. PAYMENT GATEWAY ANALYSIS : Involves studying various payment gateway providers, comparing transaction fees, security features, and integration options to select the most suitable one for a business. Key metrics include success rates, processing speed, and fraud prevention. The goal is to enhance the user experience and optimize transaction processes.
2. FINANCIAL MODELLING: Financial modeling entails creating structured representations of a company's financial performance, usually in spreadsheet form, to forecast future earnings, expenses, and cash flow. It helps in evaluating the impact of strategic decisions on financial health. Businesses use these models for budgeting, valuation, and investment analysis.
3. STOCK MARKET ANALYSIS: This involves examining stocks, market trends, and economic indicators to make informed investment decisions. Techniques include fundamental and technical analysis to gauge stock value and market timing. It helps investors maximize returns while managing risks.

## MODULE 3

1. DATA COLLECTION AND ANALYSIS FOR BUSINESS GROWTH: Collecting and analyzing data helps businesses understand customer behavior, preferences, and market trends. This insight enables targeted strategies for product development and marketing. Data-driven decisions improve customer satisfaction and drive growth.
2. ENHANCED COMMUNICATION CHANNELS: Establishing multiple, effective communication channels (social media, email, customer service) ensures a consistent, high-quality experience. These channels help connect with customers more personally and efficiently. Improved communication fosters loyalty and enhances brand perception.

3. GUIDING STRATEGIC FOCUS: Strategic focus involves aligning business actions with overarching goals through clear prioritization and resource allocation. A guided strategy ensures sustained growth, adaptability, and competitiveness. It helps the business concentrate on high-impact areas for greater returns
4. STRENGTHENING BRAND POSITION: This is the process of creating a distinctive and compelling image in the minds of consumers, setting the brand apart from competitors. It involves consistent branding, quality improvement, and customer engagement. A strong brand position boosts customer loyalty and market share.

## CHAPTER-3 BUSINESS ANALYSIS

### 3.1 EXTERNAL ENVIRONMENTAL ANALYSIS

#### Economic Factors:

- **Market Dynamics:** Understanding the economic environment, including inflation rates, interest rates, and overall economic growth, can significantly impact financial strategies. Interns should consider how these factors influence consumer behavior and investment decisions.
- **Investment Trends:** Awareness of current investment trends and market fluctuations is crucial. This includes monitoring stock market performance and sector-specific trends that could affect the organization's financial strategies.

#### Industry Context:

- **Financial Technology (FinTech):** The rise of FinTech solutions is transforming the finance sector, offering innovative payment gateways and investment platforms. Interns should analyze how these developments impact traditional financial practices and the company's approach to technology adoption.
- **Competitive Landscape:** Understanding the competitive environment in the financial sector, including the strategies employed by competitors, can provide insights into market positioning and opportunities for differentiation.

#### Regulatory Environment:

- **Compliance and Regulations:** Familiarity with financial regulations and compliance requirements is essential for any finance-related role. Interns should stay updated on relevant laws that govern financial transactions, investment practices, and data protection to ensure that the organization adheres to legal standards.

#### Technological Factors:

- **Digital Transformation:** The shift towards digital tools in finance, such as automated

reporting and analytics software, influences how financial data is processed and analyzed. Interns should embrace these technologies to enhance efficiency and accuracy in their work.

- **Data Analytics:** Leveraging data analytics tools for financial reporting and decision-making is becoming increasingly important. Understanding how to utilize these tools can provide a competitive edge in analyzing market trends and making informed recommendations.

#### **Societal Trends:**

- **Consumer Behavior:** Changes in consumer behavior, particularly in response to economic shifts or technological advancements, can impact financial strategies. Interns should analyze how customer preferences for payment methods or investment products evolve over time.
- **Sustainability and Ethical Finance:** Growing awareness of sustainability and ethical investing is shaping how companies approach finance. Interns should consider how these societal trends influence investment strategies and corporate responsibility initiatives.

#### **Global Considerations:**

- **Global Market Influences:** Understanding the global financial landscape and how international events, such as trade policies or geopolitical tensions, can affect local markets is vital. Interns should monitor global economic indicators that may impact the organization's financial planning.
- **Cross-Border Transactions:** Awareness of the complexities involved in cross-border financial transactions, including currency fluctuations and international regulations, is essential for companies operating in multiple markets.

### **3.2 INTERNAL ENVIRONMENTAL ANALYSIS**

- 1. Structure and Culture:** The internship program is structured to provide a clear frame work for interns to understand the financial department's operations and objectives. The virtual work-from-home model fosters flexibility and encourages the development of digital communication skills, essential in today's remote working environment.
- 2. Training and Development Opportunities:** The internship is designed with specific training objectives that focus on key financial competencies, such as financial strategies, corporate knowledge, work experience, and financial literacy. By dividing the internship into modules, the program ensures a comprehensive learning experience, allowing interns to progressively build their skills
- 3. Tools and Resources:** Interns have access to various digital tools and resources necessary for conducting financial analysis, data entry, and reporting. Familiarity with financial software and platforms used by the company will improve interns' technical skills and boost their confidence in handling financial data.
- 4. Communication and Collaboration:** The use of Zoom for meetings indicates a strong focus on communication and teamwork despite the physical distance. Regular meetings facilitate discussions on tasks and progress, allowing interns to receive real-time feedback and guidance from supervisors.
- 5. Focus on Financial Strategy and Knowledge:** The emphasis on understanding financial strategies and corporate knowledge underscores the importance of aligning interns' learning with organizational goals. By focusing on budgeting, forecasting, and investment analysis

### 3.3 SWOT MATRIX

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"><li>• Structured training program</li><li>• Focus on practical application</li><li>• Flexibility of a work-from-home</li><li>• Regular communication through Zoom</li></ul>	<ul style="list-style-type: none"><li>• Limited in-person interaction</li><li>• Potential challenges in maintaining engagement</li><li>• Dependence on digital tools</li><li>• Variability in learning outcomes</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Growing demand for financial skills</li><li>• Potential for interns to lead to full-time roles</li><li>• Ability to utilize a range of digital learning</li></ul>	<ul style="list-style-type: none"><li>• Intense competition in the finance</li><li>• Economic fluctuations</li><li>• Rapid changes in financial regulations and technology</li><li>• Cyber security risks</li></ul>

## **CHAPTER-4 CONCLUSIONS**

The internship experience in the finance department, which commenced on May 7, 2024, has proven to be an enriching and multifaceted journey for interns. Through a well-structured program divided into three modules, participants have been able to develop critical financial skills while adapting to a work-from-home environment. This format not only offers flexibility but also enhances digital communication competencies, which are increasingly vital in today's professional landscape.

The training objectives emphasize key areas such as financial strategies, corporate knowledge, and hands-on work experience, allowing interns to gain practical insights into financial planning, budgeting, and investment analysis. The exposure to real-world applications, including payment gateway analysis and stock market dynamics, has equipped interns with the knowledge to make informed decisions that contribute to the organization's financial health.

The internal environmental analysis highlights the strengths of the program, including access to digital tools and resources that improve interns' technical skills. The structured approach and collaborative communication via Zoom meetings facilitate a supportive learning atmosphere, enabling regular feedback and continuous improvement.

Moreover, the external environmental analysis underscores the importance of being aware of economic factors, industry trends, and regulatory requirements that impact the financial sector. By understanding these elements, interns can contribute more effectively to strategic business planning and enhance the organization's adaptability in a rapidly changing market.

In summary, this internship has not only provided valuable financial knowledge and skills but also prepared interns for future challenges in the finance industry. The combination of structured training, practical experience, and a strong emphasis on both internal and external environmental factors positions interns well for successful careers in finance, ultimately benefiting both the individuals and the organization.

## **CHAPTER–5 SUGGESTIONS**

These suggestions provide both strategic and operational improvements for Outlook's Finance Department, leveraging financial insights to enhance productivity, reduce costs, and support long-term growth.

### **5.1 SUGGESTIONSTO THE COMPANY**

#### **Implement Enhanced Financial Reporting and Analysis Tools:**

Introducing advanced financial reporting software, such as Power BI or Tableau, would streamline data analysis and allow the Finance Department to visualize financial data more effectively. This could lead to more accurate forecasting, quicker decision-making, and a better understanding of financial trends impacting the business.

#### **Adopt an Automated Cash Flow Management System:**

Automating cash flow management would improve accuracy in tracking the company's inflows and outflows, helping to maintain liquidity and identify areas for cost-saving. Automated cash flow tools would also reduce manual errors and provide real-time insights into financial performance, aiding strategic decisions.

#### **Optimize Payment Gateway Fees:**

Based on my analysis of various payment gateways, I suggest negotiating lower transaction fees with payment providers. This could significantly reduce costs associated with digital transactions, particularly as Outlook moves further into digital subscriptions. Choosing a gateway with minimal fees but high reliability and security can enhance profitability without compromising customer satisfaction.

#### **Expand Subscription EMI Options for Customers:**

Introducing flexible Equated Monthly Instalments (EMI) plans for subscriptions could attract more customers, especially for premium packages. Offering EMI options with minimal or zero-interest rates can make Outlook's magazines more accessible, especially for younger readers and students, thereby broadening the customer base.

### **Explore Sustainable Investment Opportunities:**

With growing interest in Environmental, Social, and Governance (ESG) investing, Outlook could allocate a portion of its funds to sustainable and socially responsible investments. This approach aligns with current market trends and could enhance the company's reputation while contributing to responsible corporate practices.

## **5.2 SUGGESTIONSTOTHE DEPARTMENT**

### **Develop Intern Training in Financial Software:**

Providing hands-on training in financial software, such as Excel's advanced functions, financial modelling tools, or ERP systems, would empower interns with practical skills to perform in-depth financial analysis. This would enable interns to contribute more effectively to the team and improve their understanding of corporate finance.

### **Increase Frequency of Financial Strategy Meetings:**

Regular strategy meetings within the Finance Department could provide more opportunities for collaborative discussions on current financial projects and emerging market trends. Frequent meetings would also allow interns and team members to share ideas, receive feedback, and stay aligned with department objectives.

### **Implement Real-Time Feedback Mechanisms for Interns:**

Establishing a structured feedback system where interns receive real-time updates on their work would enhance their learning and provide guidance for improvement. This could be in the form of weekly check-ins or digital feedback forms, ensuring that interns understand their progress and areas to focus on.

### **Encourage Cross-Departmental Financial Collaboration:**

Engaging with other departments (like Marketing and Sales) to understand their financial requirements and challenges could improve financial planning and support decision-making. Cross-departmental collaboration would also give interns a broader perspective on how finance impacts all areas of the business, preparing them for roles in corporate finance.

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