

# LONG TERM INTERNSHIP

## EXECUTIVE SUMMARY:-

Sugar cosmetics is an emerging player in the beauty & personal care industry, specifically focused on offering cosmetic products tailored for younger consumers, including millennials & Gen Z. Founded in India, the brand is known for its bold, vibrant product lines that resonate well with a demographic seeking both quality & affordability in makeup.

## LEARNING OBJECTIVES & OUTCOMES:-

### 1. Understand Brand Positioning in Competitive Markets:-

- Explore how Sugar Cosmetics positions itself in the highly competitive beauty industry, targeting a young, vibrant demographic.

### 2. Analyze Digital Marketing Strategies:-

- Examine the brand's messaging, target audience & visual identity

### 3. Apply Marketing Insights:-

- Suggest actionable marketing strategies that could be applied in similar business contexts based on Sugar Cosmetics' approach.

#### 4. Evaluate Customer Relationship Management:-

- Assess the effectiveness of customer engagement strategies used by Sugar Cosmetics & propose enhancement -Ans.

#### 5. Understand Business Growth:-

- Discuss the financial & business strategies that have contributed to or hindered the growth of Sugar Cosmetics

#### SECTOR OF BUSINESS & INTERNAL ORGANIZATION:-

Sugar Cosmetics operates within the beauty and personal care industry, focusing on delivering innovative & high-quality cosmetics products tailored to Indian consumers. As an entity, it spans across manufacturing, e-commerce, & retail sectors, ensuring a robust presence both online & in physical stores. By integrating advanced digital tools for customer engagement & scales, alongside maintaining strong relationships with suppliers & distributors, Sugar Cosmetics effectively meets diverse consumer demands & maintains its dynamic presence in the competitive cosmetics market.

## SUMMARY OF ACTIVITIES:-

### DURING THE INTERNSHIP PERIOD:-

- Researching new product ideas, sourcing ingredients, & testing formulations in line with the latest beauty trends.
- Supporting ongoing marketing campaigns, analyzing sales data & possibly contributing to digital marketing efforts such as content creation for social media.
- Getting exposure to the supply chain process, including inventory managing, order fulfillment, vendor relations to ensure product availability
- Providing support in managing customer inquiries & feedback, possibly helping to enhance the customer service process to boost customer satisfaction & loyalty.
- Learned about content creation for websites, blogs and social media platforms
- Involved on the retail side, intern could help with merchandising, store layouts, & retail promotional strategies.

## INDUSTRY PROFILE

Sugar Cosmetics was founded in 2012 by Vineeta Singh & Skavink Mukherjee. It began as a direct-to-consumer brand selling exclusively online but soon expanded into retail outlets. The brand is recognized for its vibrant, high-performance products that are specially formulated to withstand hot & humid climates like that of India.

Sugar Cosmetics operates within the broader beauty & cosmetics industry, which encompasses makeup, skincare, haircare, & fragrance products. The growth of the industry is also facilitated by digital marketing & e-commerce.

Sugar Cosmetics offers a diverse range of products that includes:

- LIPSTICKS: Matte, crème, & gloss finishes
- EYE MAKEUP: Includes Kajol, eyeliner, eyeshadow palettes & mascaras
- FACE MAKEUP: Foundations, concealers, blushes & highlighters formulated for a wide range.
- NAIL PRODUCTS: A variety of nail lacquer colors along with nail care items.
- ACCESSORIES: A selection of beauty tools such as brushes & applicators.

## SUGAR COSMETICS MENTALITY

We aim to produce high-quality, skincare beauty products that are tailored to young, fashion-forward consumers at affordable prices. The brand focuses on creating sustainable and cruelty-free products, often emphasizing empowerment, self-expression, and individuality in its marketing.

## SUGAR COSMETICS CARE VALUES:

### EMPOWERMENT:

Sugar cosmetics aims to empower their customers, especially women, by providing them with high-quality products.

### INNOVATION:

The company focuses on innovative products, often tailoring their skincare to suit a wide range of skin tones.

### QUALITY:

High-quality products that deliver performance at an affordable price point are staples of the brand.

### EMPOWERMENT, CUSTOMER-CENTRISM:

They place a high value on listening to its consumers to customer feedback, which helps them offer their products by staying creative,

## SUGAR COSMETICS OBJECTIVES:-

It is strategically focused on expanding its market presence both domestically & internationally, continuously innovating its product line to stay ahead of industry trends & meets consumer demand. It is increasingly committed to sustainability, working to implement more eco-friendly packaging & formulations. Moreover, the brand maintains a strong commitment to diversity & inclusivity, ensuring that its products cater to a wide range of skin tones.

## MAIN OBJECTIVES OF SUGAR COSMETICS:

- Expand its reach both within India & International
- Innovate & introduce - new, trend-setting products
- Building strong brand recognition.
- Engaging with customers, improving their shopping experience.

## CORPORATE PROFILE:

Sugar Cosmetics, founded in 2012 by Vineeta Singh Gaurav Mukherjee in Mumbai, India. A prominent player in the beauty & cosmetics industry known for its vibrant, high quality products designed specifically for South

Asian skin tone & climates. The company offers a variety of makeup items, including lipsticks, eyeliners, foundations, & skincare products, catering primarily to millennial & Gen Z women. With a robust multi-channel retail strategy that encompassed both a strong online presence & extensive physical retail distribution across India, Sugar Cosmetics also engaged customers through digital marketing & influencer partnerships, emphasizing themes of empowerment & self-confidence.

## INTRODUCTION:

Sugar cosmetics is an Indian cosmetic brand founded in 2012 by Vineeta Singh Saksena & Mukhejee. Based in Mumbai, the company specializes in high-quality makeup products designed to suit South Asian skin tones & weather conditions. Known for its bold & vibrant product range, including lipsticks, eyeliners, foundations & skincare items. It targets millennial & Gen Z consumers who seek trendy, durable, & affordable beauty solutions. The brand has established a significant presence both online & through a widespread retail network across India.

## SUGGESTED PREREQUISITES:

- PURPOSE OF THE REQUEST: Clearly state why you are reaching out to Sugar cosmetics.
- Specific Needs or Questions: List specific pain points, products/ insights you seek from Sugar cosmetics.

## • PROPOSED METHOD OF COLLABORATION / INTERACTION:-

Suggest types of products you are most interested in, lipsticks, eyeliners.

## • ALLERGY & INGREDIENT SENSITIVITY:-

Check product ingredients for anything you might be allergic to or any ingredients.

## • PRODUCT REVIEWS & RECOMMENDATIONS:-

Read reviews & watch tutorials or demos to see how the products perform & look on others, especially those with a similar skin type to yours.

## • MAKEUP TOOLS:-

Ensure you have the necessary application tools such as brushes, sponges, or applicators, which might be needed for optimal use of the products.

## • PERSONAL STYLE & PREFERENCES:-

Consider your typical makeup style natural and bold & color preferences.

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Consider your typical makeup style natural and  
bold & color preferences.

## ACTIVITY LOG FOR THE FIRST WEEK

5-02-24 to 10-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Orientation class on Digital Marketing By smart Bridge	Learned the Basics of Digital Marketing	
Day - 2	Introduction to the Keywords Research @ websites	Learned how to find the Keyword research of some particular products	
Day - 3	Introduction to the Marketing strategies was provided.	Learned the different types of Marketing strategies	
Day - 4	Introduction to use ChatGPT was been provided	Learned how to use ChatGPT @ more about ChatGPT	
Day - 5	Introduction to the Brand Identity @ . about Brand.	Learned how to Identify a Brand Identity .	
Day - 6	Practic Day	Practically trying out what I have learnt through out the entire week	

## WEEKLY REPORT

WEEK - 1 (From Dt. 5.2.24 to Dt. 10.2.24....)

### Objective of the Activity Done:

**Detailed Report:** Our 1st week was the commencement

of the Long term Internship program on digital Marketing

Day-1:- Attended the student orientation class on Digital Marketing by Smart Bridge.

Day-2:- Introduction to the Keyword Research 4 sites were provided in the orientation class.

Day - 3:- Introduction to the Marketing strategies 4 different types of strategies were provided.

Day - 4:- Introduction to the use of Chat GPT about ChatGPT , on what platforms it works were learnt by us in the orientation class

Day - 5:- Introduction to the Brand Identity by Brief explanation on Brand about Brand was provided or learnt by us.

Day - 6:- Learnt what I have learnt throughout the entire week..

**ACTIVITY LOG FOR THE SECOND WEEK**

12-02-23 to 18-02-23

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day - 1	Brief orientation on content marketing & its strategies.	Learned basic concepts of content marketing.	
Day - 2	Introduction to SEO & content marketing, SEO vs SEO planning with emphasis on content marketing SEO.	Learned what is SEO & importance of SEO.	
Day - 3	Orientation done on Viral & Content marketing tools & its uses.	Learned about virality & its marketing tools.	
Day - 4	Orientation done on strategies, planning & tracking marketing.	Learned what is social media marketing & its planning.	
Day - 5	Introduction to the Social media platforms and planning.	Learned what is social media marketing & its planning.	
Day - 6	Practice (Quiz)	Understood importance of marketing & its planning.	

## WEEKLY REPORT

**WEEK - 2 (From Dt 12-2-24 to Dt 17-2-24)**

### **Objective of the Activity Done:**

**Detailed Report:** In this 2nd week we have learnt more about strategies, planning, content Marketing & also the social media planning.

Day-1:- Attended the student orientation class provided on Digital Marketing by the smart Bridge. We came across the introduction of content marketing.

Day-2:- In this second day we learnt about Brand's Awareness, SFO, SEO meaning etc.

Day-3:- On this 3rd day we learnt about what is Keyword Research, Keyword Research tools which helps in Keyword Research.

Day-4:- On this 4th day we learnt about content marketing, content & planning.

Day-5:- On this 5th day we learnt about what is how to use social media marketing.

Day-6:- On this 6th day we learnt about creating video & editing video using Inshot. Assignments were provided on this topic.

### ACTIVITY LOG FOR THE THIRD WEEK

19-02-24 to 24-02-24

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1	Introduction on Facebook Learnt how to use basic in Facebook for marketing platform.	Learnt how to use facebook for marketing	
Day -2	We were asked to create a Facebook with a new gmail account.	Learnt how to create a new facebook account with gmail.	
Day -3	Brief Description on how to use Facebook for Marketing.	Learnt how to use Facebook for marketing	
Day -4	Introduction to media Business suite as its used	Learnt what is Meta Business suite	
Day -5	Meta Business suite & its uses & its importance were provided,	Learnt the uses & importance of Meta Business suite	
Day -6	Practical Day	Live Practice of what we have learnt throughout the entire day	

## WEEKLY REPORT

**WEEK - 3 (From Dt. 19-2-24 to Dt. 24-02-24)**

### **Objective of the Activity Done:**

#### **Detailed Report:**

In this 3rd week we have learnt how to use Facebook & Meta Business Suite for social media marketing.

**Day - 01:** Attended the orientation class on Digital Marketing related on Introduction On Facebook platform & Basics in Facebook.

**Day - 2:** We learnt how to create a Facebook Account using a new Email account which was created by us.

**Day - 3:** We learnt how to use Facebook for social media marketing

**Day - 4:** Introduction to meta Business Suite with its uses & importance.

**Day - 5:** Important & functions of meta Business Suite in the social media marketing

**Day - 6:** Practiced what is have learned through the entire week.

### ACTIVITY LOG FOR THE FORTH WEEK

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1	Introduction to the Social Media Marketing with Instagram platform	Learnt how to use Instagram in social media	
Day -2	Created a new account in Instagram using same Gmail account used for facebook account	Learnt how to create a new India account for marketing	
Day -3	Created a username for the Instagram account for marketing	Learnt how to create Instagram Reel & post	
Day -4	Assignment was been given to create an Instagram Reel & post on a product to market.	Learnt how to use Instagram Insights in marketing	
Day -5	Overview on Instagram Insights used & its importance in Marketing	Learnt how to use Instagram Insights in Marketing	
Day -6	Practical Day	Practiced of what I have learned through out a week	

## WEEKLY REPORT

WEEK - 4 (From Dt.2.6.2024 to Dt.2.7.2024)

### Objective of the Activity Done:

**Detailed Report:** In this 4th week we learnt more about the Digital Marketing using the platform called Insta. came across Insta Insights, Reels, posts  
Day-1:- We had Introduction to the social Media marketing using the Instagram platform.  
Day-2:- We were asked to create a new Instagram account using the same Gmail account we used for creating the Facebook account.  
Day-3:- We created an username in Instagram accounting for Marketing.  
Day-4:- Assignment was been given to create an Insta Reels & Instagram post on a product to market.  
Day-5:- Overview on Instagram Insights was & its importance in Marketing field was explained.  
Day-6:- Both the function of Facebook & Instagram, common facts & types of creating & posting of Reels & posts were explained in the Introductory orientation class provided by the smart Internz.

## ACTIVITY LOG FOR THE FIFTH WEEK

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1	Introduction to the Business Ad Manager its uses & Importance in Marketing	Learnt what is Business Ad Manager with its uses & Importance	
Day -2	Introduction to the Benefits of Advertising for marketing	Learnt what are Benefits of doing Advertising for marketing	
Day -3	Introduction to social media Marketing using LinkedIn	Learnt how to use LinkedIn in social Media Marketing	
Day -4	Introduction to the power point strategy	Learnt what is a PPT strategy in digital marketing	
Day -5	Introduction to the Google ads & its uses in social media Marketing	Learnt what is Google ads & its uses in social Media Marketing	
Day -6	Introduction to the types of Google ads & its uses in social Media Marketing.	Learnt what is google ads & its types & uses of them.	

## WEEKLY REPORT

**WEEK - 5 (From Dt 4-3-24 to Dt 9-8-24)**

<b>Objective of the Activity Done:</b>
<b>Detailed Report:</b>
In this Fifth week we learnt about Business Ad Manager, Advertising, LinkedIn, Google ads for social Media Marketing.
Day-1:-Introduction to Business Ad Manager its uses, importance in social Media Marketing.
Day-2:- Introduction to Benefits of Advertising for marketing.
Day-3:-Introduction to social Media Marketing using LinkedIn platform.
Day-4:-A. PPT strategy in Digital marketing Strategy
Day 5:-Introduction to what is Google ads & its uses in Social Media Marketing.
Day 6:-Introduction to types of Google ads & its types & uses in the world of social media Marketing. Google ads account was been created in order to continue with Google ads.

## ACTIVITY LOG FOR THE SIXTH WEEK

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
<b>Day -1</b>	Briefly explained Social Media Marketing & its platforms	Learnt how to use social Media Marketing & its platform	
<b>Day -2</b>	Gave a practice on social Media Marketing using different platforms	Learnt & practiced social Media Marketing through Quiz	
<b>Day -3</b>	Continuation of the Practice on Social Media Marketing	Learnt & practical social Media Marketing through Quiz.	
<b>Day -4</b>	Introduction on Search engine marketing	Learnt about search engine marketing	
<b>Day -5</b>	Self practice on Facebook platform for Social Media Marketing	Learnt how to use facebook for Marketing purpose.	
<b>Day -6</b>	Self practice on creating ads on a brand or a product using the canva app	Learnt how to create ad poster using the canva app.	

## WEEKLY REPORT

WEEK - 6 (From Dt) 11.3.2019 to Dt 16.3.2019.....)

### Objective of the Activity Done:

**Detailed Report:** In this sixth week we learnt in brief what is Social Media Marketing.

Day - 1: Briefly explained user, types, types of platforms in social media Marketing.

Day - 2: Did practice on social Media Marketing using different platforms

Day - 3: Did practice on social media marketing using different platforms

Day - 4: Learned about engine marketing in Digital marketing

Day - 5: Did self practice on social media Marketing using the facebook platform, created post, reviews on a brand's product.

Day - 6: Did self practice on creating the ads for marketing purpose for different platforms (facebook, Instagram, LinkedIn, Twitter etc), using the amesone application called canva & fotor for creating video posts.

**SEVENTH**  
**ACTIVITY LOG FOR THE FIRST WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1	Self practice on Facebook platform for social media marketing	Learned how to use Facebook for Marketing purpose.	
Day -2	Introduction to the E-mail marketing & its uses	Learned what is Email Marketing & its uses	
Day -3	Introduction to the types of E-mail marketing campaigns	Learned types of Email marketing campaigns	
Day -4	Introduction to the E-mail marketing account & setup	Learned Account & setup of Email marketing	
Day -5	Self practice on the Email marketing campaigns	Learned more about Email marketing campaigns	
Day -6	Self practice on social Media Marketing using twitter & LinkedIn	Learned more about social media marketing using twitter & LinkedIn	

## WEEKLY REPORT

**WEEK - 7 (From Dt. 18-3-24 to Dt. 23-3-24)**

<b>Objective of the Activity Done:</b>
<b>Detailed Report:</b> In this 7th week we have learnt about Email marketing, uses & types of Email marketing Day - 1:- Did self practice on facebook platform for social media Marketing Day - 2:- Learnt what is Email Marketing & its uses in social media marketing. Day - 3:- Learnt more about Email Marketing & its types & uses in social media marketing Day - 4:- Learnt about account & setup of account with Email marketing. Day - 5:- Did self practice on social Media Marketing using twitter & LinkedIn. Day - 6:- Did more self practice on the Email Marketing campaigns. Self practice on Email Marketing uses & its types, self practice using twitter & LinkedIn were used as the social Media platform

## ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
Day-1	Introduction to the Development of Digital Marketing Strategy	Learnt how to develop Digital Marketing strategy	
Day-2	Brief Explanation about planning for a Digital Marketing Campaign	Learned about planning for a Digital Marketing Campaign	
Day-3	Brief explanation about Budgeting for a Digital Marketing campaign	Learnt about Budgeting for a digital marketing campaign	
Day-4	Brief explanation about how to evaluate Digital Marketing Campaign	Learnt about how to evaluate Digital Marketing campaign	
Day-5	Explanation about Refining a Digital Marketing campaign	Learned about Refining a Digital Marketing campaign	
Day-6	Practic <sup>e</sup> Day	Live Practice of what i have learned through the week.	

WEEKLY REPORT

week-8 (From Dr.....to Dt.....)

**Objective of the Activity Done:**

**Detailed Report:**

In this eighth week we learnt in  
Brief what is Digital Marketing strategy &  
Planning

Day 1:- Briefly explained the Introduction to  
the Development of Digital Marketing Strategy

Day 2:- Brief Explanation about planning for  
a Digital Marketing Campaign

Day 3:- Brief Explanation about Budgeting for  
a Digital Marketing campaign by Defining  
our objectives, Understanding your Audience,  
Choosing our Channels.

Day 4:- Brief Explanation about how to  
evaluate Digital Marketing campaign by  
Review Performance Data, Optimize Budget Allocation

Day 5:- Explanation about Refining Digital  
Marketing campaign by Refine Targeting and  
Enhance Content & Creatives

Day 6:- Practiced of what I have learnt through  
the entire week.

## Format 3 : Festive Post on a makeup kit

### Caption :

🌟 Celebrate Rama Navami in divine style with our exclusive Sugar Cosmetics Makeup Kit! 🌟

Designed to add a celestial glow to your festive look, this limited-edition kit includes everything you need for a flawless finish:

- 🟡 Luminous Foundation: For a seamless, radiant base
- 🌸 Petal-Soft Blush: To give your cheeks a natural, rosy flush
- 🌟 Glimmering Eyeshadow Palette: Rich in pigments to create both subtle and dramatic eye looks.
- 🌙 Long-lasting Lipstick: In vibrant shades that stay through the festivities
- 🌟 Highlighter: To add a heavenly sparkle to your overall look  
Grab yours and shine with tradition and modernity this Rama Navami! 🌈

### Hashtags :

#Sugar Cosmetics #RamaNavami #Festive Makeup #Beauty Essentials

Instagram



Log In Sign Up



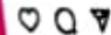
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sugarcosmetics02 • Celebrate Rama Navami in divine style with our exclusive Sugar Cosmetics Makeup Kit! 🌈

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- Highlighter: To add a heavenly sparkle to your overall look



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Profile picture of a user

It's not sunny where I live.

Should I still wear sunscreen?

No matter where you live, your skin needs sun protection. Sun's harmful UVA & UVB rays can still affect your skin.

Here is link to shop Sugar Sunscreen ↗ SPF 50 WITH 10%



It's not sunny where I live.  
Should I still wear sunscreen?

**B for balm** 🍬

Sugar Moisturizing balm  
For dry chapped lips  
Non-greasy  
&  
Lightweight texture

+ ⚡

