

EXECUTIVE SUMMARY

Haldiram's is a popular Indian Snacks and Sweets brand known for its wide range of savory snacks, sweets and ready-to-eat meals. Founded in 1937, Haldiram's has become a household name in India and has also expanded its presence internationally. The brand is known for its high-quality products and traditional Indian flavors, catering to both domestic and international markets. Haldiram's success is attributed to its commitment to quality, innovation, and customer satisfaction. By leveraging its strong brand reputation and extensive distribution network, Haldiram's continues to thrive in the competitive food industry, both domestically and internationally.

Learning objectives and outcomes:

Haldiram's, a popular Indian Snacks and Sweets brand, may have various learning objectives and outcomes depending on the context.

① Business Management:

- understanding the business model and strategies of Haldiram's
- Analysing market trends and consumer behaviour in the food industry
- Learning about Supply chain management and distribution networks.

② Marketing and Branding:

- Exploring how Haldiram's built its brand identity and reputation
- Studying marketing campaigns and promotional strategies
- Analysing customer segmentation and target market selection.

③ Quality control and Food Safety:

- understanding the importance of the quality control in food production
- Learning about food safety standards and regulations
- Implementing quality assurance practices in food manufacturing.

④ Cultural and Social impact:

- Exploring the cultural significance of Haldiram's products in Indian Cuisine.

- Understanding the role of food businesses in shaping cultural perceptions and traditions

⑤ Innovations and product development:

- Studying product innovation and diversification strategies in the food industry
- Exploring the research and development process behind new products
- Understanding consumer preferences and adapting products accordingly.

⑥ Global expansion and international business:

- Analysing Haldiram's expansion into international markets
- Understanding the challenges and opportunities of operating in different cultural and regulatory environments.

Sector of Business and Intern organization:

Haldiram's operates in the food and beverage sector, specifically focusing on snacks, sweets, and ready-to-eat meals. Within the sector, it occupies a prominent position as a leading brand in India and has also expanded its presence internationally.

Internally, Haldiram's organizational structure typically includes various departments such as:

- ① Production and Operations: Responsible for manufacturing and ensuring the quality of Haldiram's products.
- ② Research and Development: Tasked with product innovation, recipe development, and exploring new market opportunities.
- ③ Marketing and Sales: Engaged in promoting Haldiram's products, managing distribution channels, and expanding market reach.
- ④ Finance and Accounting: Handles financial management, budgeting, and accounting activities.
- ⑤ Human Resources: Manages recruitment, training, employee relations, and organizational development.
- ⑥ Supply chain and logistics: oversees procurement of raw materials, inventory management, and distribution logistics.
- ⑦ Quality Assurance and Food Safety: Ensures compliance with food safety standards and quality control measures.

Summary of activities

Manufacturing: Haldiram's produces a wide range of traditional Indian sweets, snacks and namkeens

Retailing: They operate a chain of retail store across India and internationally, offering a variety of products

Catering: Haldiram's provides Catering Services for events, parties, functions

Exporting: They export their products Catering Services worldwide, promoting Indian globally.

Online store: They have an e-commerce platform, allowing customers to purchase products online and have them delivered to doorstep

Quality control: They prioritize quality control, high standards of taste and packaging.

Innovation: Haldiram's continuously innovation and introduces new products.

Marketing and promotions: They engage in various marketing and promotional activities, such as advertising, events sponsorship.

Industry profile

Haldiram's is a popular Indian sweets, snacks and Restaurant Company. Here is a brief profile of Haldiram's

- Type of company : food
- Headquarters : Noida, India
- founded : 1937
- Founder : Ganga Bishan Agarwal
- products: Namkeen, papads , sweets , biscuits , drinks, festive packs.

- Revenue: operating revenues are under INR 1 cr
- Employees: four directors - Prabhu Shanker Agarwal, Manish Agarwal and two others.

Haldivam's Mission:

Haldivam's, a popular Indian Snacks and Sweets brand, is committed to providing high-quality and delicious food products to its customers. Their mission often revolves around maintaining the authenticity of Indian recipes while also embracing innovation to cater to evolving tastes and preferences. They aim to be trusted household name for snacks and sweets.

Haldivam's Core Values:

- ① Quality: Commitment to delivering high-quality products made from the ingredients.
- ② Tradition: Honoring and preserving the rich culinary heritage of India through recipes.
- ③ Innovation: embracing innovation to create new and exciting flavors while staying true to their roots.
- ④ Customer Satisfaction: prioritizing customer feedback and satisfaction to continuously improve products and services.

- ⑤ Integrity : Conducting business with honesty, transparency and ethical standards
- ⑥ Hygiene and Safety : Maintaining stringent hygiene and safety standards in all aspects of production & distribution
- ⑦ Sustainability : promoting sustainable practices in sourcing ingredients, production processes and packaging.

Main objectives of Haldiram's :

The main objective of Haldiram's is typically to be a leading provider of high-quality Indian snacks and sweets, catering to the diverse tastes and preferences of customers worldwide. This involves maintaining a strong focus on quality, innovation, expanding their market presence, both domestically & internationally, while ensuring sustainable and ethical business practices, is often a key objective for the brand.

Introduction of Haldiram's

Haldiram's is a renowned Indian brand known for its wide range of snacks, sweets and ready-to-eat meals. Founded in 1937 as a small sweets and snacks shop in Bikaner, Rajasthan, it has since grown into a global enterprise with a presence in over 80 countries. Haldiram's is celebrated for its quality, authenticity, and diverse product offerings, catering to the tastes of millions worldwide.

Suggested prerequisites:

Student's have:

- ① An adventurous palate! Haldiram's offer a wide variety of snacks and sweets, some of which might have unique flavors or spices. Being open to trying new tastes will enrich your experience.

- ② A Love for Indian cuisine: Haldiram's specializes in Indian Snacks and Sweets
- ③ understanding of the local market and customer preferences
- ④ A suitable location of the outlet.
- ⑤ Willingness to adhere to Haldiram's standards and guidelines
- ⑥ Business acumen and management skills to run the franchise successfully.
- ⑦ upon completion, receive a certificate recognizing dedication and achievement in digital marketing, enhancing your professional profile.

Students must have:

1. Basic Knowledge of Indian cuisine and snacks
2. Familiarity with food production processes
3. Understanding of food safety and hygiene practices
4. Knowledge on basic cooking techniques.

These prerequisites would provide a good foundation for understanding Haldiram's products and their production processes.

Conclusion :-

Haldimand's is a Indian snack and Sweets brand known for its wide range of Product. In Conclusion, Haldimand's Success can be attributed to its quality Products. Consistent innovation, and Strong brand reputation, making it a household name in India and abroad. Haldimand's has established itself as a dominant player in the Indian snack market, renowned for its high-quality Product. Extension Product range, and Strong brand reputation.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Orientation class on Digital Marketing by smart intern	Learned the basics of digital marketing	
Day - 2	Introduction to the keywords Research and sites	Learned how to find the keyword of small particular products we use.	
Day - 3	Introduction to the marketing strategies was provided	Learned how to use chat Apt and more about chat Apt	
Day - 4	Introduction to use chat Apt was been provided	Learned different types of marketing strategies	
Day - 5	Introduction to the brand identity and about brand	Learned how to Identify a brand and brand Identity	
Day - 6	No Assignments were been provided as there were Introduction classes	No Assignments were been provided.	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

Our first week was the commencement of the long-term internship program on digital marketing.

Day-1:- Attended to student orientation class on Digital marketing by Smart bridge.

Day2:- Introduction to the Keyword Research and Sites were provided in the orientation class

Day3:- Introduction to the marketing strategies and different types of strategies were provided.

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

Day-5:- Introduction to the brand Identity and brief explanation on brand, about brand was provided or learnt by us.

Day-6:- There was no Assignment or project provided by Smart bridge on digital marketing to us as the classes were introduction classes

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief introduction on Content marketing and its strategies	Learn how to use Content marketing & its strategies	
Day - 2	Introduction to brand Awareness, SEO and SEO meaning explained	learnt what is Brand Awareness and what is meant by SEO	
Day - 3	Orientation class on Keyword Research tools & its uses	learnt what are the tools used for keyword research	
Day - 4	Orientation class on Strategy, Planning and Content marketing	learnt how to do planning and content marketing	
Day - 5	Introduction to the Social media marketing was provided	learnt what is social media marketing briefly	
Day - 6	Assignments were provided with creating Video and poster	learnt how to create a video and poster	

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

In this second week we have learnt more about strategies, planning, content marketing and also the social media planning.

Day - 1 :- Attended the student orientation class provided on digital marketing by the Smartbridge, we came across the introduction of Content marketing and its strategies

Day - 2 :- In the second day, we learnt about brand's Awareness, SEO, SMO marketing etc.

Day 3 :- On this third day we learnt about what is Keywords research, which helps in Keyword research

Day - 4 :- On this fourth day we learnt about and how to use Social media marketing

Day - 5 :- On this fifth day we learnt about Content marketing, Content marketing and planning

Day - 6 :- On this sixth day we learnt about creating Video and editing Video using Inshot, Assignments were provided on this 30Sec Video making and poster making.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on facebook platform and basics in facebook	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 the g-mail	
Day - 3	Brief description on how to use facebook for marketing	learnt how to use facebook for marketing	
Day - 4	Introduction to meta Business Suite and its uses	learnt what is meta business suite & its uses	
Day - 5	meta business suite & its use & its importance were provided	learnt the uses and importance of meta business suite	
Day - 6	Assignment on creating a facebook Reel on a product was given	learnt how to create facebook Reel & post on the product in account	

WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: In this third week we have learnt how to use facebook and Metabusiness Suite for social media marketing

Day-01 :- Attended the orientation class on digital marketing related to introduction on facebook platform and basics in facebook

Day-02 :- We learnt how to create a facebook account using a new gmail account which was created by us.

Day-03 :- We learnt how to use facebook for social media marketing

Day-04 :- Introduction to meta business suite (with its uses and importance)

Day-05 :- Importance and functions of meta business suite in the social media marketing world.

Day-06 :- Assignment were been provided on creating facebook reel and facebook post on a product or a brand we like the most

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to the social media marketing with Instagram profile	learnt how to use Instagram for social media marketing	
Day - 2	Created a new account in Instagram using same Gmail account used Facebook account	learnt how to create a new Instagram account for marketing	
Day - 3	Assignment was given to create an Instagram Reels & position a product to market	learnt how to create Instagram Reels & Post basing on product	
Day - 4	Overview on Instagram insights user audits importance in marketing	learnt how to use Instagram insights in marketing	
Day - 5	Created a username for the Instagram account for marketing	learnt that Instagram requires Username	
Day - 6	Introduction to the function of both Facebook & Instagram	learnt how to use Facebook and Instagram functions	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In this fourth week, we learnt more about the Digital Marketing using the platform called Instagram. Came across Instagram Insights, Reels, Posts etc.

Day-1:- We had introduction to the Social media marketing using the Instagram profile.

Day-2:- We were asked to create a new Instagram account using the same Gmail account we used for Facebook account.

Day-3:- We created an user name in Instagram account for marketing.

Day-4:- Assignment was given to create an Instagram Reels & Instagram Post on a product to Market.

Day-5:- Overview on Instagram Insights uses and importance in marketing field was explained.

Day-6:- Both the functions of Facebook & Instagram common facts and types of creating & posting Reels and posts were explained in the introductory orientation class provided by the Smart Interns.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
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 benifits of Advertising for marketing.	learnt what is benifits of doing advertising for marketing	
Day - 3	Introduction to Social media marketing using linked in	learnt how to use linkedin Social mediemarketing	
Day - 4	Assignments was been provided to create an advertisement on brand using canva app	learnt how to Create an ad or a brand or product using the canva app	
Day - 5	Introduction to the google ads & its uses in Social mediemarketing	learnt what is Google ads & its uses in Social media marketing	
Day - 6	Introduction to the types of google ads and its uses in Social media marketing.	learnt what is google ads and its types and uses of them	

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to the google ads & its uses in Social media marketing	learnt what is googleads & its uses in social media marketing	
Day - 2	Introduction to the types of google ads & its uses in Social media marketing	learnt what is google ads and its types and uses of them	
Day - 3	Briefly explained Social media marketing and its platforms	learnt how to use social media marketing & its platforms	
Day - 4	Gave a practice on Social media marketing using different platform	learnt and practical social media marketing through quiz	
Day - 5	Continuation of the practise on Social media marketing	learnt and practical social media marketing through quiz	
Day - 6	There was Quiz -4 weekly test as a practice	learnt to answer the questions & practices.	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In this sixth week we learnt in brief what is Social media marketing

Day-01:- Briefly explained over, types, types of platforms in Social media marketing

Day-02:- Did practice on social media marketing using different platforms

Day-03:- Did practice on Social media marketing using different platforms

Day-04:- Attended the Quiz-4 conducted by Smartintans on account of Social media marketing

Day-05:- Did self practice on social media marketing using the facebook platform, created posts and videos on a brand and product.

Day-06:- Did self practice on creating the ads for marketing purpose for different platforms

facebook, Instagram, linkedin, Twitter etc

using the awesome application called canva and gshot for creating video posts.

ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Self practising on facebook platform for social media marketing	learnt how to use facebook for marketing purpose	
Day-2	Introduction to the e-mail marketing and its uses	learnt what is e-mail marketing & its uses	
Day-3	Introduction to the types of e-mail marketing campaigns	learnt types of e-mail marketing campaigns	
Day-4	Introduction to the e-mail marketing account and setup	learnt account and setup of email marketing	
Day-5	Self practising on the e-mail marketing campaigns	learnt more about email marketing campaign	
Day-6	Self practising on Social media marketing using twitter (linkedin)	learnt more about Social media marketing using twitter & linkedin	

WEEKLY REPORT

WEEK-7 (From Dt.....to Dt.....)

Objective of the Activity Done:

Detailed Report

In this seventh week we have learnt about e-mail marketing uses & types of e-mail marketing.

Day-1: Did self practice on facebook platform for social media marketing.

Day-2: learnt what is E-mail marketing and its uses in social marketing

Day 3:- learnt more about e-mail marketing and its types & uses in social media marketing

Day-4:- learnt about account and setup of account with e-mail marketing

Day-5:- did self practice on social media marketing -twitter & LinkedIn

Day-6:- Did more self practice on the E-mail marketing campaigns. self practice on E-mail marketing uses and its types, self practice using twitter and linked in 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	Say practice on E-mail marketing and Instagram insights.	learnt how to use email marketing & Instagram insights for marketing	
Day-2	Introduction to how to import contacts to mailchimp for social media marketing	learnt how to import contacts to mailchimp for marketing	
Day-3	Introduction to Automation and behavioral triggers in e-mail marketing & social media marketing	learnt the Auto behaviors trigger in e-mail marketing & social media marketing	
Day-4	There was a grand assessment test containing of thirty questions of multiple choice	learnt how & revised all the topics related to the digital marketing	
Day-5	There was a revision class for all the topics held.	learnt & Revised all the topics which were held	
Day-6	Self practice on the platforms of social media marketing like linkedin, facebook, Instagram	learnt how to use facebook, linkedin, Instagram for marketing.	

Objective of the Activity Done:

Detailed Report: In this eighth week, we learnt about automated behaviours of email marketing for social media marketing.

Day-01:- We did self practice on email marketing and Instagram insights.

Day-02: There was introduction classes on how to import contacts to mailchimp for social media marketing.

Day-03:- There was introduction to Automation and behavioural triggers in email marketing for social media marketing.

Day-04: There was a grand assessment test consist of 30 questions of multiple choice.

Day-05:- There was a Revision class for all the topics held till date.

Day-06:- Did self practice on the platforms of social media marketing like linkedin, facebook, Instagram for social media marketing, which is used for Digital marketing platform.

Format-1:- Static Post on a New Dish

Caption:-

Discover our taste of symphony in our latest creation! Try “Paneer Pakoda”, a masterful bend of ingredients, meticulously crafted for an unforgettable experience.

Hashtags:-

#NewRelease#HaldiramDelights#Haldirams



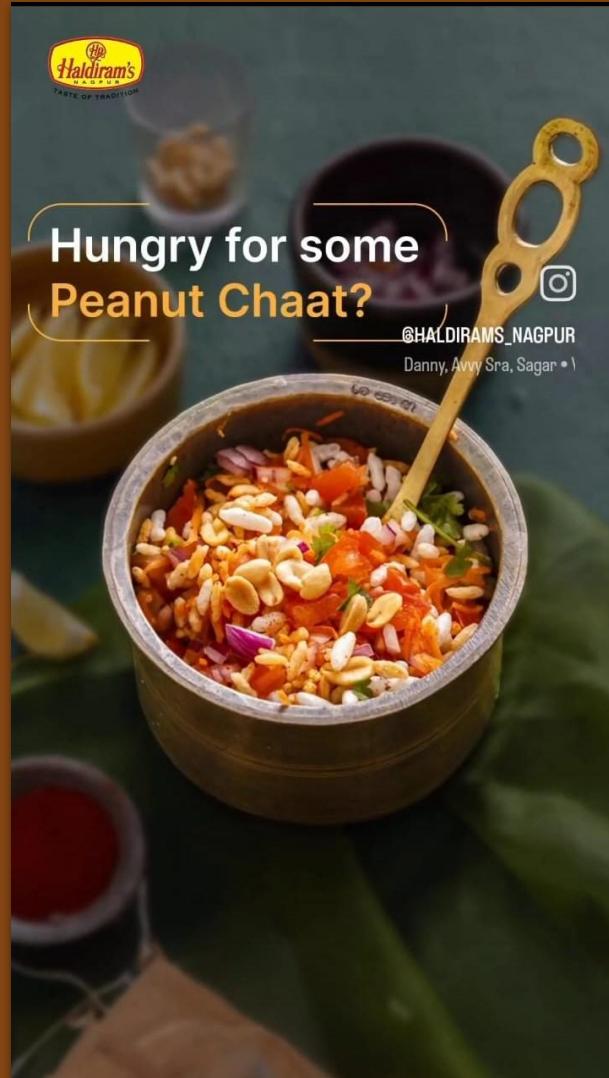
Format-2:- Reel Post on Quick Snack

Caption:-

Craving for a quick snack fix? Look no further. Dive into deliciousness with our Haldiram's snack "Peanut Chaat" in hand. Quick satisfying and bursting with flavor- It's the perfect pick-me-up for anytime of the day. Make yours now and let the snacking begin!

Hashtags:-

#QuickBite #SnackTime #Haldirams



Format-3:- Festive Post on a New Dish

Caption:-Elevate your gatherings with exquisite flavors of our latest creation from Haldiram's. Introducing "Rasgulla", a delectable fusion of our new ingredients that promises to tantalise your taste buds and delight your senses this festive.

Hashtags:-

#RamzanSpecial#newarrival#haldiramsdelights



Conclusion :-

Haldimand's is a Indian snack and Sweets brand known for its wide range of Product. In Conclusion, Haldimand's Success can be attributed to its quality Products. Consistent innovation, and Strong brand reputation, making it a household name in India and abroad. Haldimand's has established itself as a dominant Player in the Indian snack market, renowned for its high-quality Product. Extension Product range, and Strong brand reputation.