A STUDY ON REPORT OF MOZO HUNT [PVT] LTD.

This report submitted to VELLORE INSTITUTE OF TECHNOLOGY in partial
Fulfillment of the requirements for the Degree of Master of Business Administration.

Submitted by

SANTHOSH S

(REG.NO.22MBA0034)

Under the Guidance and Supervision of

DR. C.R. SUNDARA RAJAN

PROFESSOR GRADE 1

DEPARTMENT OF BUSINESS SCHOOL

VELLORE INSTITUTE OF TECHNOLOGY (VIT)

VELLORE

CERTIFICATE

This is to certify that the project work entitled **"A STUDY ON REPORT OF MOZO HUNT [PVT] LTD."** is a bonafide work done by **SANTHOSH S (Reg. No: 22MBA0034)** in partial fulfillment of the requirement for the award of **Master of Business Administration** by Vellore Institute of Technology (VIT) during the academic year 2023 – 2024.

Place;   **Signature of the Guide**

Date;

Signature of Internal Examiner   **Signature of External Examiner**

Head of the Department

Certificate of Appreciation

This certificate is presented to

S. Santhosh

(VIT University)

For being the best performer in the Marketing & Sales and Finance
Summer Internship Project of Mozo Hunt Pvt. Ltd.

Gaurav Singh

Gaurav Singh
HR Manager

(Start Date: 20-05-2023 to End Date: 30-06-2023)

Certificate No: aGhngu

Completion Certificate

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DECLARATION

I **SANTHOSH S** hereby declare that the project entitled **"A STUDY ON REPORT OF MOZO HUNT [PVT] LTD."** submitted to the VELLORE INSTITUTE OF TECHNOLOGY (VIT) in partial fulfillment of the requirements for the award of the degree of Master of Business Administration is a record of original project work done by me during 2023-24 under the supervision and the guidance of **DR. C.R. SUNDARA RAJAN** Department of Business school and it has formed the basis for the award of any Degree/Diploma/Associate Ship/Fellow Ship or other similar title to any candidate of any university.

DATE: **Signature of the Candidate**

(SANTHOSH S)

(REG.NO.22MBA0034)

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to **VIT (Vellore Institute of Technology)** for providing me with the opportunity to undertake my internship project. I am thankful to my guide **[DR C.R.SUNDARARAJAN],** for their guidance and support throughout the internship. The resources and facilities provided by VIT were instrumental in the successful completion of my internship. I am grateful to my fellow interns for shared their experiences. This internship has been a valuable learning experience that will contribute to my future endeavors.

Thank you, VIT, for the opportunity and support during this internship project**.**

(SANTHOSH S)

(REG.NO. 22MBA0034)

TABLE OF CONTENT

1. INTRODUCTION OF MOZO HUNT

Mozo Hunt Pvt Ltd is a cloud-primarily based totally virtual publishing distribution platform that offers a comprehensive solution for publishers, content aggregators, educational institutions, corporations, and service providers.

The platform's core purpose is to facilitate the production, importation, management, and delivery of digital content in a secure and accessible format across multiple devices.

Mozo Hunt is its ability to support various types of content, including rich interactive content, fixed layout, and reflowable E-pub.

This versatility allows content creators to develop engaging and interactive learning materials, textbooks, training manuals, and other educational resources.

Accessibility is a vital aspect of Mozo Hunt's offering. By digitizing content and making it available across devices, the platform ensures that students, teachers, and other content consumers can access materials anytime, anywhere.

This flexibility enhances the learning experience, enabling learners to engage with content at their own pace and convenience.

Mozo Hunt's secure environment provides protection for copyrighted materials and prevents unauthorized distribution. Publishers and content creators can manage their content effectively, implement digital rights management (DRM) measures, and control access to their materials.

This ensures that intellectual property rights are upheld and that content remains protected from unauthorized copying or distribution.

The platform's management features enable efficient organization and distribution of content. Publishers can easily upload and organize their materials, create collections, and customize metadata for easy search and discovery.

Additionally, Mozo Hunt offers flexible distribution options, allowing publishers to sell their content directly through the platform or integrate with existing e-commerce systems.

Mozo Hunt's seamless user experience extends to both online and offline modes. Users can access their content through web browsers, mobile apps, or downloadable e-books, ensuring uninterrupted learning experiences.

The platform's responsive design and adaptive layout enable content to be displayed optimally across different screen sizes and devices.

Overall, Mozo Hunt provides a comprehensive digital publishing solution that empowers content creators, publishers, educational institutions, and corporations to produce, manage, and deliver digital content efficiently.

By leveraging the platform's capabilities, stakeholders in the education and publishing industries can embrace digital transformation, enhance accessibility, and deliver engaging learning experiences to their target audiences.

2) COMPANY PROFILE OF MOZO HUNT

Private Limited is a private limited company incorporated in India on October 8, 2021. It is headquartered in East Delhi, Delhi, India. The company's primary business is providing business services, such as recruitment, consulting, and training. Mozohunt has two directors, Ajay Kumar Mozohunt Singh and Ashish Kumar Singh.

The company's authorized share capital is INR 1.00 lac and the total paid-up capital is INR 1.00 lac. Mozohunt's current status is active.

Here are some key facts about Mozohunt Private Limited:

Company name:	Mozohunt Private Limited
Incorporation date:	October 8, 2021
Headquarters:	East Delhi, Delhi, India
Directors:	Ajay Kumar Singh and Ashish Kumar Singh
Business:	Business services, such as recruitment, consulting, and training
CIN:	U74940DL2021PTC387941

Authorized share capital:	INR 1.00 lac
Paid-up capital:	INR 1.00 lac
Current status:	Active

3) BACKGROUND OF MOZO HUNT

Mozohunt Private Limited is a private company incorporated on October 8, 2021, in Delhi, India. It is classified as a non-government company and its authorized share capital is INR 1.00 lakh. The company's current status is active and it has two directors, Ajay Kumar Singh and Ashish Kumar Singh.

Mozohunt is a knowledge-sharing platform that allows users to learn about any topic quickly from subject matter experts. The platform has over a million uploads in all Indian universities and content categories, and it is today one of the trusted visited websites in India.

The company was founded in 2021 with the goal of making knowledge sharing easy. Mozohunt's mission is to "provide a platform where anyone can learn anything from anyone, anywhere." The company's vision is to "be the world's leading knowledge-sharing platform."

Mozohunt's target audience is students, professionals, and anyone who wants to learn new things. The company's products and services include:

•   A knowledge-sharing platform where users can upload and share content

•   A search engine that allows users to find content on any topic

•   A community forum where users can discuss and collaborate on content

•   A monetization platform that allows users to earn money from their content

Mozohunt is still a young company, but it has already grown rapidly. The company has plans to expand into new markets and to launch new products and services.

Here are some of the company's achievements:

•   Featured in Forbes India's "30 Under 30" list in 2022

•   Won the "Best EdTech Startup" award at the NASSCOM E-Summit in 2022

•   Raised $1 million in seed funding from investors such as Sequoia Capital India and Accel Partners

Mozohunt is a promising company with a strong team and a clear vision. The company is wellpositioned to grow rapidly in the years to come.

The board of directors of Mozohunt Private Limited consists of two people:

• Ajay Kumar Singh

• Ashish Kumar Singh

Ajay Kumar Singh is the managing director of the company. He has been a director since October 2021. He is also a director of two other companies, Flix Publishing Private Limited and Tenhard India Private Limited.

Ashish Kumar Singh is a non-executive director of Mozohunt Private Limited. He has been a director since October 2021. He is not a director of any other companies.

The board of directors is responsible for the overall management of the company. They set the company's strategic direction and ensure that it is run in accordance with the law. The board also appoints the company's officers, such as the managing director.

The shareholders of Mozohunt Private Limited are the real owners of the company. They elect the board of directors and have the power to remove them from office. The shareholders also have the right to approve the company's financial statements and to vote on important decisions that affect the company.

4) FEATURES OF MOZO HUNT

Content Import and Creation: Mozo Hunt enables publishers, content creators, and educational institutions to import existing digital content or create new content directly within the platform. This feature allows for easy content management and streamlines the publishing process.

Multi-Format Support: The platform supports various content formats, including rich interactive content, fixed layout, and reflowable ePUB. This flexibility allows publishers to deliver content optimized for different devices and user preferences.

Seamless Cross-Device Access: Mozo Hunt ensures that content is accessible across a range of devices, including desktop computers, laptops, tablets, and mobile devices. Users can access their digital materials seamlessly, regardless of the device they are using.

Rich Media Integration: The platform allows for the integration of rich media content, such as news, magazines, and finance files. This feature enhances the learning experience by providing interactive and engaging content.

Content Distribution and Sales: Mozo Hunt facilitates content distribution by providing tools for publishers to sell their digital content directly through the platform. This feature enables monetization opportunities and easy access for end-users.

Content Management and Organization: The platform offers robust content management features, allowing publishers to organize, categorize, and tag their materials for easy search and discovery. This feature enhances content accessibility and user experience.

Analytics and Reporting: Mozo Hunt may provide analytics and reporting tools to track content performance, user engagement, and sales data. These insights help publishers make data-driven decisions and optimize their content strategies.

Offline Access: The platform may offer offline access to digital content, allowing users to download materials for offline viewing or learning when internet connectivity is limited.

API and Integration Marketplace: Mozo Hunt might provide an API (Application Programming Interface) and an integration marketplace, allowing publishers and developers to extend the functionality of the platform by integrating with other third-party systems and services.

User Management and Authentication: The platform may include user management features, allowing publishers to manage user accounts, roles, permissions, and authentication methods, ensuring secure access to content.

Language Localization: Mozo Hunt might support multiple languages and offer localization features to cater to a diverse user base. This allows publishers to reach learners in different regions with localized content and interfaces.

5) BUSINESS MODEL OF MOZO HUNT

Value Proposition: Mozo Hunt provides publishers, content aggregators, educational institutions, and corporations with a comprehensive solution for producing, managing, and delivering digital content in a secure and accessible format across various devices.

Customer Segments: Mozo Hunt targets publishers, content creators, educational institutions, and corporations seeking efficient and secure digital publishing and distribution solutions. Its services cater to a wide range of industries and organizations involved in content creation and dissemination.

Key Activities: Mozo Hunt's key activities include developing and maintaining a cloud-based platform that facilitates content importation, creation, management, and distribution. It also involves continuously improving the platform's features, security measures, and user experience.

Revenue Streams: The primary revenue stream for Mozo Hunt comes from the fees charged to its customers for using the platform and its associated services. This can include subscription fees, transactional fees for content sales, and additional charges for value-added services.

Key Resources: Mozo Hunt's key resources include its cloud-based infrastructure, technology and software development expertise, partnerships with publishers and content creators, and a talented team of professionals who support and maintain the platform.

Partnerships: Mozo Hunt may form partnerships with publishers, content creators, educational institutions, and corporations to expand its content library and reach a wider audience. These partnerships can involve content licensing agreements, collaboration on content creation, or integration with existing systems.

6) FUNCTIONS OF MOZO HUNT

There are three types of fuctions I have done in this task

1. Marketing and sales
2. Finance
3. Increasing social media visibility

Task-1; Marketing and sales;

Subscriptions were the initial tasks we performed in the marketing and sales department of the company. These subscriptions were based on different categories to promote and attract customers through our communication.
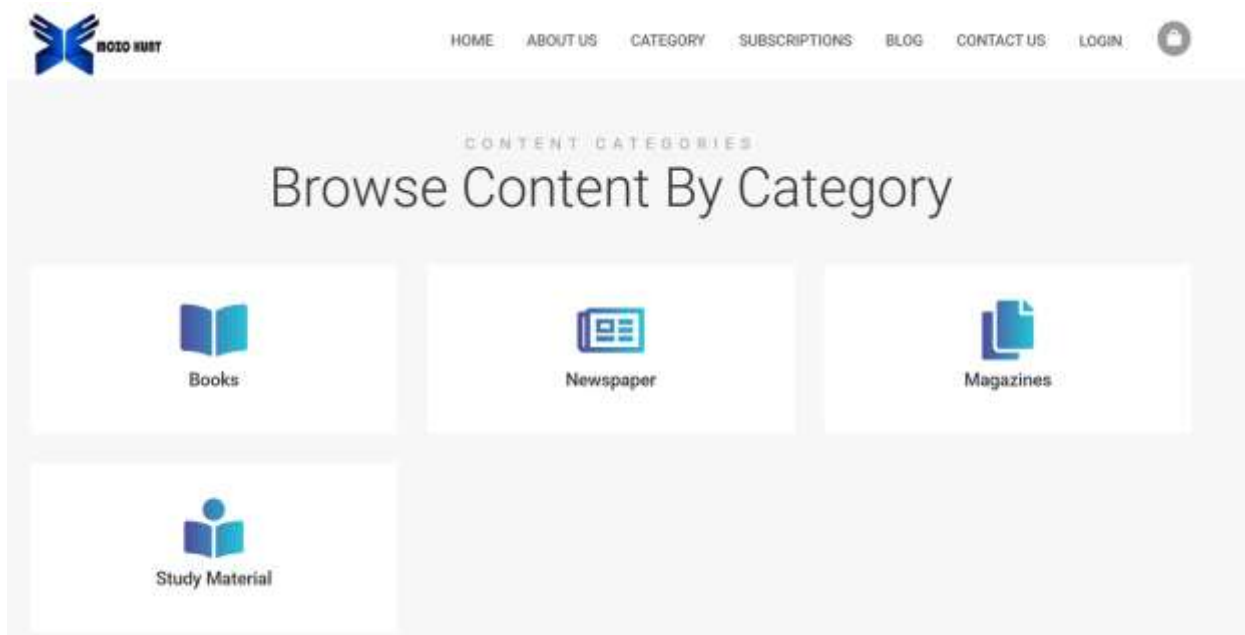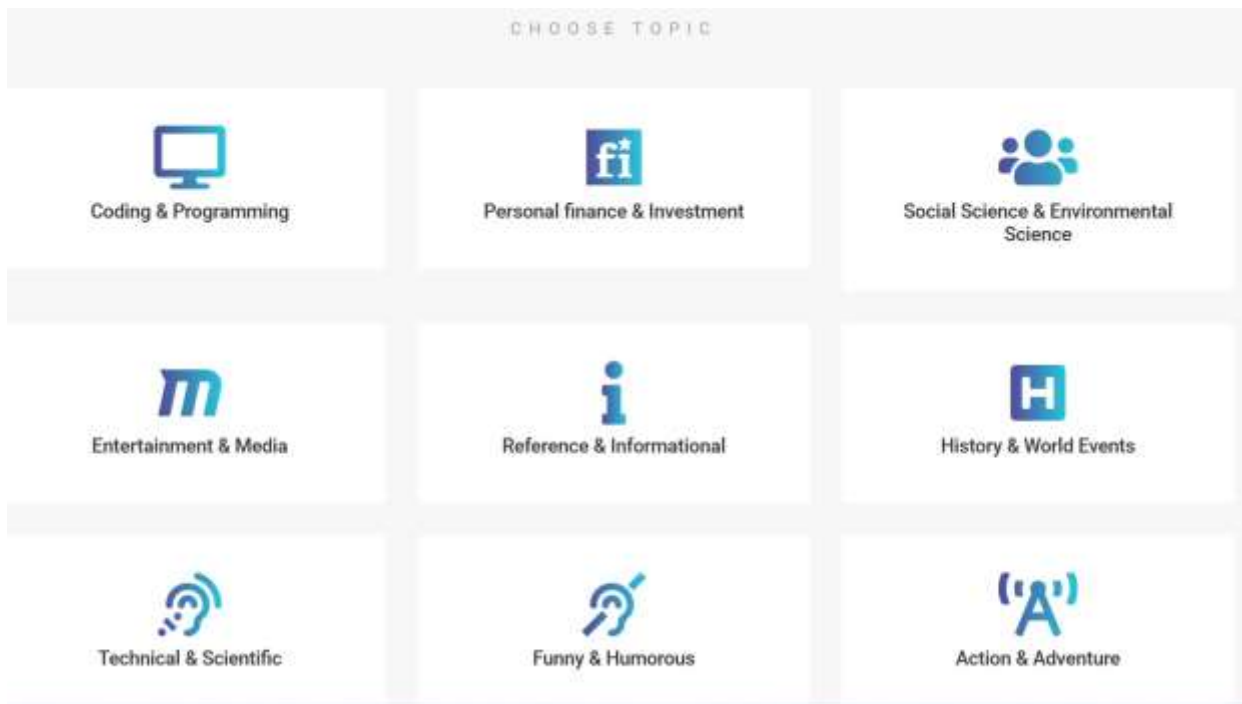

Under each category, we provided various content and products to the customers.

Books;

In the "Books" category, there are numerous topics and fields related to various subjects.

CHOOSE TOPIC

Coding & Programming

Personal finance & Investment

Social Science & Environmental Science

Entertainment & Media

Reference & Informational

History & World Events

Technical & Scientific

Funny & Humorous

Action & Adventure

Coding and programming;

Learning coding and programming offers significant benefits for acquiring knowledge, and there are numerous books available on this subject. Below, I have listed some of them for your reference.

Coding & Programming Books

The Complete Python Coding Manual

Python is a versatile language and its rise in popularity is certainly no surprise. Its similarity to everyday language has made it a perfect companion for the Raspberry Pi, which is often a first step into practical programming.

Ruby

Ruby Hints and Tips for Professionals

Python

Python Hints and Tips for Professionals

Personal and finance;

Personal finance is a crucial aspect of our lives, as it plays a significant role in various areas, including individual and group financial matters. If you are seeking knowledge in finance, there are several books available on the platform that can provide valuable insights and information. Utilizing these sources can help expand your understanding in this domain.

Investment & Personal finance Books

Personal Finance and Investing
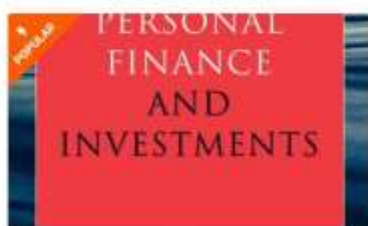
Personal Finance and Investments

The Size of Your Dreams

Dive into the most transformative year in the lives of Kelvin, Christy, Darnell and Jarod as they manifest the seemingly impossible and prove that an activated mind is capable of making dreams of any size a reality.

Social science and environmental science;

Social science is an essential component of everyone's life, as it plays a crucial role in societal progress. Without understanding these concepts, it is challenging to contribute effectively to society. Additionally, environmental science plays a pivotal role in human survival, as any disruptions in the environment can make life exceedingly difficult. Individuals who are concerned about these issues can gain knowledge and insights from various books available on these subjects.

Social Science & Environmental Science Books

The Science of Human Hacking

The Flying Saucers are Real

This was one of the first books published about the UFO phenomena. We are fortunate that it ended up in the public domain. It is a template for much of what would follow: the paranoia, the government disinformation, the inescapable conclusion that the saucers are not of this earth.

Grave Mistake

Self-taught in the arcane arts, hedgewitch Selena Marx is comfortable doing divination for West Los Angeles' anxiety-ridden housewives, lawyers, and aspiring actresses.

Newspaper;

Mozo Hunt offers its newspaper on this platform, serving as a vital component of the company. They collaborate with major newspaper companies, combining their content and featuring it on their platform. This section provides a diverse range of newspapers in various languages, allowing users to stay informed and gain knowledge on a daily basis.
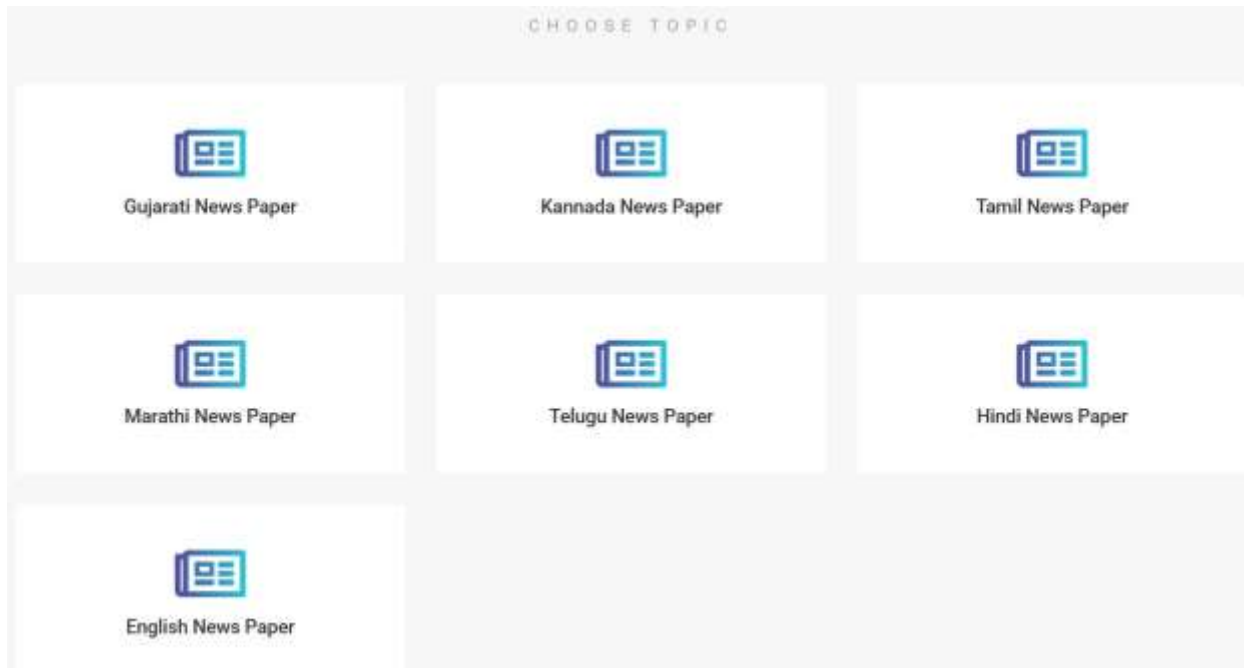
English newspaper;

- Financial express
- Deccan chronicle
- Economic times

The platform offers major newspapers, and there are also additional newspaper providers available, particularly in English.

Hindi Newspaper;

- Amar ujala
- Jansatta
- Dainik jagran

You can read these newspapers on a daily basis, and the news available on a particular day is also up-to-date without any date conflicts.

Magazines;

Magazines available on the Mozo Hunt platform cover a wide range of categories and are typically printed on paper as periodical publications. They encompass various topics like current events, news, fashion, entertainment, lifestyle, sports, technology, and more. These magazines are published weekly, monthly, or quarterly, depending on the specific magazine.
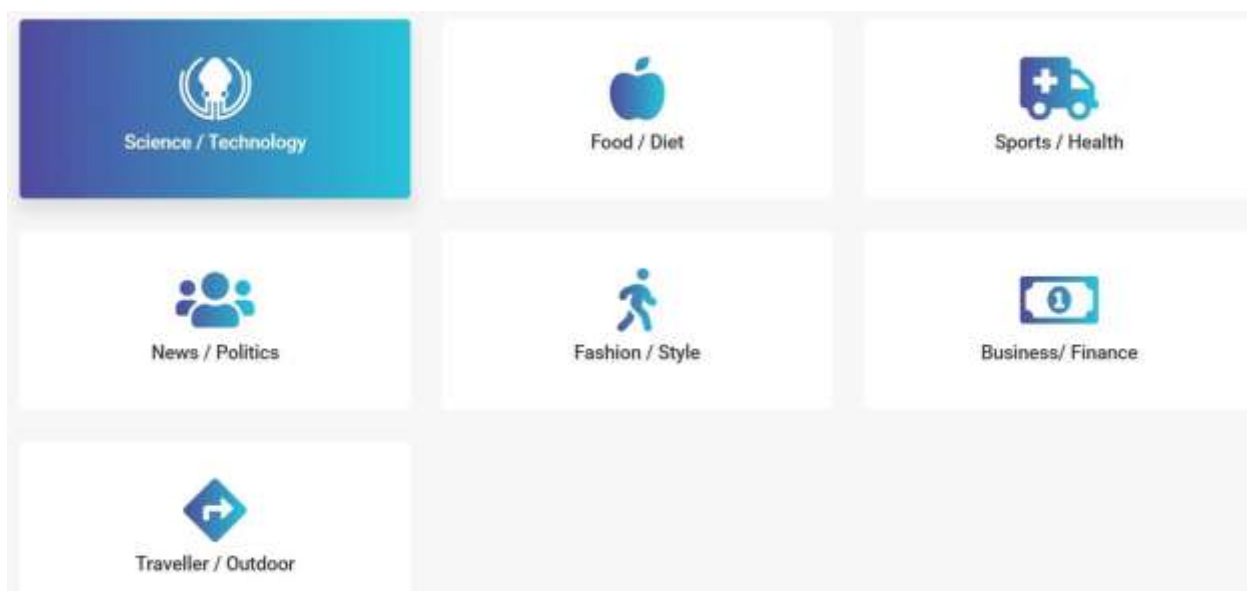
And some of the categories there are see in the below

Science and technology;

Science and technology magazines offer valuable information and updates about new scientific discoveries and technological innovations. They educate and inspire readers, promoting curiosity and scientific knowledge, and keep people updated on advancements that shape our understanding of the world and drive progress.

The Eco News (Summer Edition, 2023)

A newspaper for you about Eco Living and Sustainable Climate Change.

Science News (July 01, 2023)

Science News is a bi-weekly magazine devoted to short articles about new scientific and technical developments, typically gleaned from recent scientific and technical journals.

New Scientist (July 01/07, 2023)

New Scientist covers the latest developments in science and technology that will impact your world. New Scientist employs and commissions the best writers in their fields from all over the world.

Scientific (July/August 2023)

National Geographic (July 2023)

Discover July/August 2023

Food and diet;

Food and diet are crucial for our well-being as they provide us with energy and help us lead healthier lives. It's important to have a balanced and nutritious diet to stay healthy. Understanding the sources of food and having a good diet can lead to a healthier lifestyle. There are magazines available that can provide valuable information about food and diet, helping us make better choices for our health.

Feast (22 April 2023)

The Guardian Feast, weekly cookbook packed with delicious recipes, whatever your tastes and kitchen skills.

Guide To Intermittent Fasting

The Complete Guide to Intermittent Fasting provides the tools to help you feel confident, prepared and excited to start your intermittent fasting journey.

Better Homes & Gardens

Better Homes & Garden Avocado Recipes is your one-stop spot for all things avocado. Avocados can be so much more than taco and chili toppers. Incorporate this creamy fruit into batters for muffins and banana bread.

Business and Finance;

The business and finance is a useful for to know for every business seekers and also to learn for everyone. Business aspects we learn some of the business studies and get some through knowledge from this side and as well as in the finance aspects. Finance is not important for the business and even whose running the family they have a future savings and plans for to invest their money. It's useful for not only business people and it have a help for the common people. Some of the magazines listed there. They are

Money (July 2023)

Money magazine helps you manage your finances by cutting through the jargon to deliver clear and precise information to help you save money and make the most of your investments.

Kiplinger's (August 2023)

Written to help you do a better job of managing your personal and family financial affairs and to help you get more for your money.

Harvard Business (July/August 2023)

4. Study material;

Study material is the last category on the platform. It provides access to various study related materials, helping users acquire knowledge and get ideas for projects and reports.

The material is divided into five types.

a) Research studies
b) Operation and IT
c) Finance
d) Human resource
e) Marketing

a) Research studies;

Research studies are all about coming up with new ideas and innovations to solve problems. Researchers look into different areas by conducting interviews, surveys, and face-to-face conversations to find solutions to these problems.

They gather valuable information and data to get meaningful findings. This research is carried out in various fields to discover solutions.
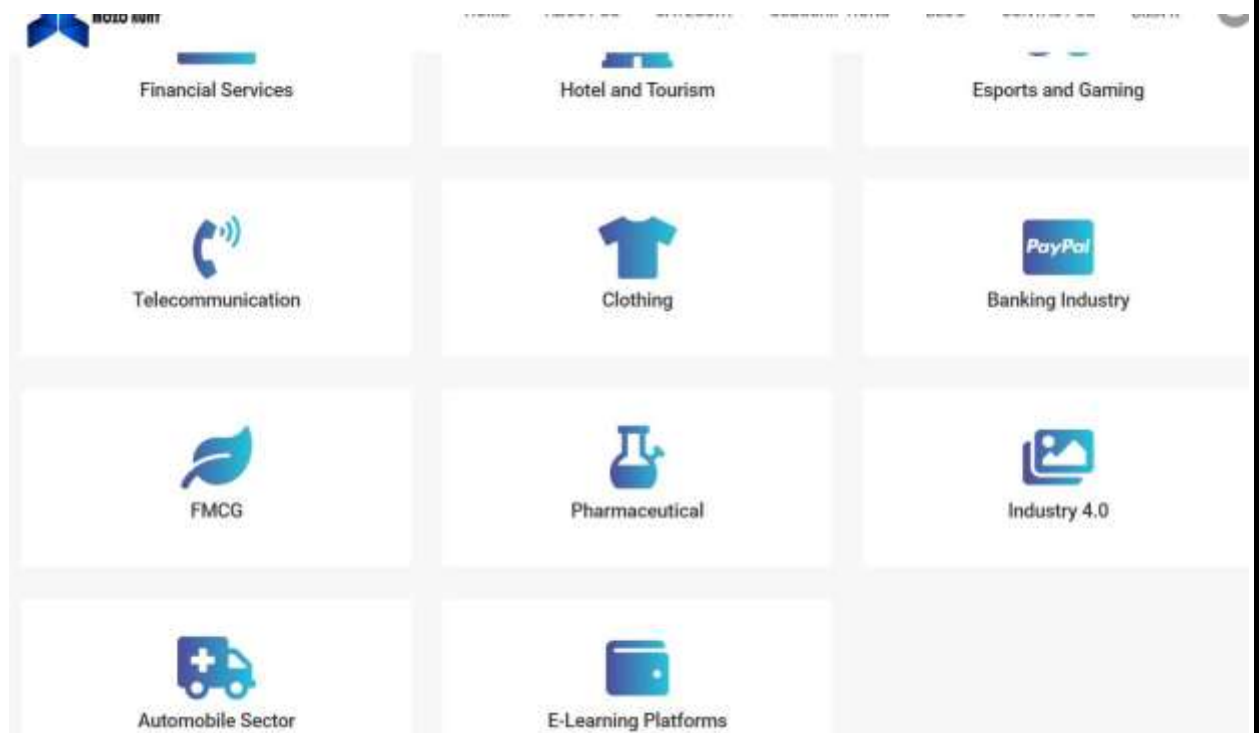
These are the sectors available on the platform, and there are research papers that students can use as references. These papers can be helpful and inspiring for students when creating their own research papers.

Financial services;

This service provides information about financial corporation companies. If anyone wants to know about a financial services company, they can find research papers on the platform. These papers give an idea about the company's financial aspects, which can help determine its condition. The system doesn't depend on your specific condition, whether you choose to stay with the company or move to another one. In this case, some research papers are available.

Financial Services - Research Reports

Power Finance Corporation

Incorporated on July 16th, 1986, Power Finance Corporation Ltd. is a Schedule-A Maharatna CPSE, and is a leading Non-Banking Financial Corporation in the Country

Bajaj Finserv

This report provides a comprehensive analysis of Bajaj Finserv, a leading diversified financial services company operating in the lending, insurance, and wealth management sectors.

Cholamandalam Investment and Finance

Cholamandalam Investment and Finance Company Limited (Chola) was founded in 1978 as the Murugappa Group's financial services wing.

E-sports and gaming;

This research is helpful in creating and developing an industry, identifying issues, and making necessary changes in the field. The research paper addresses some of the problems in the industry. If there are any issues in the industry, you can find research papers related to other industries as examples. These papers also show how the problems were resolved, which can be relevant to your field. Respected companies use these examples to save time and efficiently resolve problems in the gaming industry. It also inspires the creation of unique game designs in the industry. Take a look at the papers available.

Dream Sports

Dream Sports is an Indian sports technology company that operates fantasy sports platforms and offers related services.

8-bit eSports

8-bit eSports, where retro meets competitive gaming.

Cobx Gaming

Cobx Gaming is an esports company based in India that has made significant contributions to the growth and development of professional gaming in the country.

Auto mobile sectors;

The automobile sector is responsible for manufacturing vehicles like cars and bikes. This sector is going through changes and planning for revolutionary advancements. Some companies are working on progress to improve their standards in the field. If anyone wants to explore and apply these advancements in their own field, they can find information on current companies' strategies and plans in the Mozo Hunt. There are

Volvo

This executive summary provides a comprehensive analysis of Volvo, a Swedish automotive manufacturer renowned for its commitment to safety, innovative design, and sustainability

Porsche

Porsche is a well-known brand in the automobile sector and is the pinnacle of elegance, power, and engineering prowess.

Toyota

Toyota, founded in 1937, is a renowned Japanese multinational automotive manufacturer with a rich history and a reputation for reliability, innovation, and quality.

Operations and IT;

Operations and IT are crucial factors in the industry and manufacturing. Operations ensure that products are made effectively and efficiently, reducing the time it takes to deliver goods. It also determines service quality and customer satisfaction. In the IT industry, companies produce products based on data, while operations focus on using raw materials. Some research papers provide useful insights for both operations and the IT industry.

Operations & IT - Reports & Assignment

Six Sigma

Six Sigma is a data-driven methodology and set of tools and techniques used to improve processes, reduce defects, and enhance overall quality and performance within an organization. It was developed by Motorola in the 1980s and has since been widely adopted by various industries worldwide.

Kaizen and its implementation

Kaizen, a Japanese term meaning "continuous improvement," is a philosophy and methodology focused on making incremental, continuous improvements in all aspects of an organization.

Project Scheduling

Project scheduling is the process of creating a timeline or plan that outlines the sequence of activities and tasks required to complete a project. It involves determining the start and end dates for each activity, estimating their duration, and establishing dependencies and resource requirements.

Human Resources;

Human resources mean utilizing all the resources in the department, which come from the people. It involves various ways to obtain these resources, such as conducting training, recruiting, selecting, motivating, and promoting individuals to work effectively both physically and mentally. This helps in organizing the workforce efficiently. These resources help in understanding the concept and gaining knowledge in this field. They are classified as:

A) Case study
B) Assignment
C) Project report

A) Case study;

A case study is designed to enhance our thinking on a specific subject. It presents a situation or problem that someone has faced, and we are encouraged to think about how we would react and handle the situation. By sharing our perspective and point of view on how to solve the problem, it helps improve our skills in managing, problem-solving, and critical thinking.

A case study on Fiscal policy

A case study on Fiscal policy undertaken during Covid 19 Pandemic.

Kotak Mahindra Bank and ICICI bank

A Comparative case analysis of financial performance of Kotak Mahindra Bank and ICICI bank of FY 2021

A case study on Monetary Policy

A case study on Monetary Policy undertaken during Covid-19 Pandemic

B) Assignment;

This is about a subject that already exists in their field, and we can include it in the assignment. The assignment shares information with the students.

The Devil Wears Prada

The Devil Wears Prada .PPT

Amazon india

Functions of Amazon in india .

TCS

HR Practices and learning in TCS .

IBM

IBM HR Policy practices .

Starbucks

Starbucks HR policies and practices .

It develops the interpersonal skills, confidence, adoptability, thinking ability etc.

C) Projects;

Projects is helpful to identify the problem is based on the research study. It strives to move on the solutions from their research. It develops the research knowledge, patience and endurance to make the projects in the work field.

HR - Project Report

Crisis Management

The Study of Crisis Management.

Changes in Human Resource

Study of Changes in Human Resource.

Effective ways to overcome in Human Resourse

Finance;

Finance is essential for individuals and countries. It determines how plans can be put into action and plays a crucial role in shaping the future and present growth of a country or company. Finance involves the flow of cash in day-to-day activities and reflects the financial health of a business or family.

Studying finance materials, such as case studies and assignments, helps gain knowledge and understand the basic concepts of finance. It also includes studying case studies related to banks and their topics.

A) Case study
B) Assignments

A) Case study;

It provides a basic understanding of finance concepts and includes case studies related to banks and their topics.

A case study on Fiscal policy

A case study on Fiscal policy undertaken during Covid 19 Pandemic.

Kotak Mahindra Bank and ICICI bank

A Comparative case analysis of financial performance of Kotak Mahindra Bank and ICICI bank of FY 2021

A case study on Monetary Policy

A case study on Monetary Policy undertaken during Covid-19 Pandemic.

B) Assignments;

Some of the assignments is there in the finance. It explain about the important topics in the financial aspects. This basic is helpful to understand and overview of the subject.

Financial Management

A ppt on financial management which cover definition, nature, scope, objective etc.

Capital Budgeting

The presentation consists of various investment evaluation techniques along with their merits and demerits and also the list of principles of cash flow estimation.

Corporate Social Responsibility - LTFH Digital Sakhi

Please explain why you feel that the LTFH's approach to CSR is strategic in nature. Solution: LTFH is the financial holdings company on Larsen and Tuobro Group of companies, it essentially deals with the activities that are deemed financial in nature. It is registered with the RBI as a Non-Banking Financial Company and Core Investment Company (NBFC-CIC) and has a credit rating of AAA by four rating agencies

C) Projects;

This project is helpful to understand the finance. At the same time, you get some idea as to inspire and useful for to make the own project. Some of the projects in the finance are

PROEJCT & INFRASTRUCTURE
FINANCE MANAGING PROJECT RISKS

Project & Infrastructure Finance Managing
Project Risks .PPT

PROJECT APPRAISAL AND
PREPERATION OF APPRAISAL NOTE

Project Appraisal & Preparation Of Appraisal
Note .PPT

PROJECT & INFRASTRUCTURE
FINANCE

Project & Infrastructure Finance (Due Diligence)
.PPT

This topics you learn about risks, appraisal, infrastructure about the financial way. It develops and excitement on the perspective towards the finance.

Marketing;

Marketing is promote and sell the product and services to the customer in different way. It main purpose to increase the sale value of the company and based on the marketing strategy.This strategy it depends on the particular field. But the moto to sell the product and promote the product in the possible way.

This related materials available in the mozo hunt. The divide has to three cateogries such as

A) Case study
B) Assignments
C) Projects

A) Case study;

This case study is based on the marketing and sales. Sales the product to the customer.they need have some marketing to promote the product into the market. It is showcase or introduce the product to show and reach the   customer in the way of advertising, printing. Magazines. Newspaper etc. in today , most of them entered in the digital market it reduces our cost and also the convienent and reach the wider audience.

In some of the case studies are

Sales and Marketing Case Study

Cadbury case study

The PPT on Cadbury case study.

BIG BASKET

Case study on Big Basket.

case study on starbucks

B) Assignments;

The assignment relates about the particular industry on what basis are there in the situation. How it evolved during the each year in the market explained

Marketing and Sales Assignment

SMART PHONE INDUSTRY

SMART PHONE INDUSTRY

Smart phone industry in India ppt .

C) Projects;

Projects is related about the particular company to study about the market research. This have some idea about the marketing strategies and also how they are adopt and attract the customers in this way is to explained.

PROJECT REPORT ON NOKIA & SAMSUNG

The subject matter for this research Project is to study the consumer behaviour towards the NOKIA & SAMSUNG mobiles. This project consists of different objectives.

MARKETING RESEARCH ON BSNL

To understand the level of the satisfaction with BSNL services .

MARKET RESEARCH ON COMPARISON OF VARIOUS SHOE BRANDS

Study on factors influencing the people at the time of purchasing shoes such as Quality, Durability, Variety, Price, and Use in Sports.

This content we access in the mozo hunt website. Based on the category the mozo hunt have range some price fix for the subscriptions. So this bases on their individual interest they provide like this content in the different category. They are

Popular content;

▸ Science & Technology Magazines

▸ Telugu Newspaper

▸ Hindi Newspaper

▸ English Newspaper

▸ News & Politics Magazines

▸ Business & Finance Magazine

Featured content;

- ▶ Science & Fiction Books
- ▶ Food & Diet Magazine
- ▶ Hindi Newspaper
- ▶ Fashion & Style Magazines
- ▶ Business & Finance Magazine
- ▶ HR - Case Study

Trending content;

- ▶ Hotel and Tourism - Research Reports
- ▶ Pharmaceutical - Research Reports
- ▶ Marathi Newspaper
- ▶ Sports & Health Magazines
- ▶ English Newspaper
- ▶ Finance Case Study

This three contents are available to get what according them. They will get in this bases.

Task-2; Finance

This task is relate about the two companies performance for the past five years in fmcg, pharma, Auto etc.

Task-2 is categorized and divided into the five activities mozo hunt gave.

Activity-1;

Collect the balance sheet and income statement for the past five years and based on the vertical and horizontal analysis.

Vertical analysis and horizontal analysis both have the format separately. I derived based on the formula and computations.

Activity-2;

Analyse the ratio for the past five years and used some comments about the ratios.

This ratios was showing each ratios . So, according to determines and based on the measure taken in the future.

And it also to find out intrepretations and comparison study for the past five years.

It assessed the performance for past five years. So, could see any improve in the performance for the past five year that bases whether it increase or decline to analysed easily.

Activity-3;

Comment on overall financial performance of the companies in past five years.

The financial performance is based on calculate and measure the performance in different ways. So, I took important ratios for the company it gives the outline of the overall of the company.

Activity-4;

Strength, weakness, opportunity and threads is to decide the future aspects and based on the current scenario.

This scenario is stepping to move forward the future and also helps to identify areas need to improve in the business field .

It stays to prolong the carrier and run the companies/business for long term

And not only in business. It's have own personality also need to find it's helpful.

Credit ratings from external agencies;

Credit ratings is determined by investors who willing to repay the money without any hindrance.

This ratings based to issue the securities to the investors

The investors can buy the securities in based on their credit worthiness

Issuers to provide the securities to the investors. This ratings are the important factor

One's rating quality is poor. They may not attain the high credit risk

Credit ratings;

Credit ratings is based on two types

- i) Internal
- ii) External

i) Internal agencies;

It is incorporated by the issuers is based on their opinion to determine the credit worthiness of the borrower

ii) External agencies;

The external agencies is to approved by certain basis such as crisil,icra, care, fetch, smera etc.

The RBI undertaken in this agencies

This ratings determine on the rating agencies

So, the company gave the external agencies of the two companies. I got crisil of the external agencies ratings

Activity-5;

This is the final activity of the finance task.

Porter five analysis

It analysis the industry of the particular company. it based on the industries who's are the competitor and what are the threads, suppliers, buyers the facing issues and how to solve and improve in the performances in based on finding the areas. Such as

A) Bargaining power of buyers
B) Bargaining power of suppliers
C) Threat of new entrants
D) Threat of substitutes

It improves the competitive forces in the respective field. And also keep to move on the company into the profitability.

This topic based I analysed two companies. And finally I sent the report to the company.

Task-3; Increasing social media visibility

Today most of the companies they create a account in social media such as facebook, Instagram, linkedin, twitter etc

Because It easy to share the more number of people to disseminate about the information and wider places. It's more convenient to pass the information in within seconds at anywhere and anyplace.

It develops the network presence in the media and have some of them are approach the company in the influence basis.

So, mozo hunt promote the generates to collaborate other companies for making the ads in the basis of partnership

It's kind of a digital marketing to visible and promote the product and services through online.

So, I increase the followers in the given link to share to my friends, collagues.

Given link I attached in the given below.

Facebook Page:

https://www.facebook.com/profile.php?id=100091624150112

LinkedIn:

https://www.linkedin.com/in/maxview-now-a9848b273/

Twitter: https://twitter.com/maxviewnow24

Instagram:

https://www.instagram.com/maxviewnow/

It's official handle of the other company page. Anybody follows the page click that link. And joined into the social media platform. If any updates and information coming from the social media handling.

If any updates on the time. Wherever place can see the information

And it's official handle. So, maximum information is to true.

The followers will increase and visibility to the people is more easy. The information can reach people and collaborate to make content with them.

I got the followers at my best in the social media task. And some of the samples in Instagram, facebook

I mainly focused on Instagram, facebook. This platform can use more number of people compared to the other than linkedin, twitter.

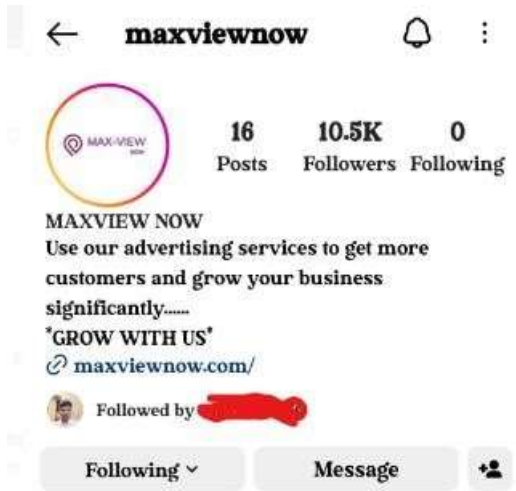I give some of the social media screen shots given the below

Facebook follower screenshot;

They followed this account after took the screenshot and sent to me

This kind of similar also other social media.

Instagram follower screenshot;

Twitter follower screenshot;

7) CHALLENGES IN MOZO HUNT

During my internship, I faced challenges and hurdles that were specific to each of the three tasks assigned by the company. I have categorized these challenges into three bases to better understand and explain how I handled each task and successfully reached the targets to the best of my abilities. Let's explore each task and the challenges I encountered along the way.

Task-1; Marketing and Sales;

The primary challenge was acquiring customers as they were cautious and conservative about purchasing the product.

The platform offered various products such as newspapers, books, study materials, and magazines, making it essential to appeal to customers based on their specific interests and needs.

Utilizing the STP method (Segmentation, Targeting, and Positioning) helped segment customers based on their interests and age category, particularly for newspapers.

Despite implementing strategies based on customer interests, many potential customers hesitated to buy the product due to concerns about the subscription plan's cost and product quality.

Lack of a robust social media network made it challenging to approach friends and colleagues on platforms like LinkedIn, Instagram, Twitter, etc.

A strategy was devised to promote the subscription's group usability, where a single subscription could be shared among five users, reducing the individual cost.

After conveying customers' concerns about subscription prices to the company, they eventually lowered the cost and provided a coupon code for further discounts.

Group purchases were facilitated, combining multiple customers to buy a single subscription, which required building trust with customers hesitant to send money directly.

Despite facing challenges, persistence paid off, and one subscription with five customers was successfully completed.

Coordinating the process efficiently, each customer received individual login details for the single account subscription.

Challenges included patience wearing thin, difficulty engaging customers, and facing disappointment due to limited responses from potential buyers.

Convincing customers to make a purchase was also challenging, given concerns about subscription pricing.

Creative strategies, leveraging group usability, and diligently building trust helped overcome obstacles and achieve successful sales in the end.

Task-2; Finance

Finance was the domain I chose for my internship, and I was assigned a comparative study on two companies operating in the FMCG, pharmaceuticals and automobile sectors.

As I had never prepared a report for companies before, it was quite challenging for me to complete the finance report.

The finance report consisted of five activities, and I based my report on the given tasks.

Activity-1: I performed vertical analysis and horizontal analysis for the income statement and balance sheet of two companies. I collected data from their annual reports spanning five years (2018 to 2022) and initially struggled to understand the formulas for these analyses. However, I referred to websites and eventually derived the computations for each year.

Activity-2: For the second activity, I had to calculate financial ratios for the five-year period and analyze them. Initially, I made some mistakes and had difficulty interpreting the data from the annual reports. Nevertheless, I gathered the required data from websites and proceeded with the analysis.

Activity-3: This activity involved evaluating the overall financial performance of both companies for the years 2018 to 2022. I faced the challenge of determining which values were suitable to measure financial performance effectively. Although I had already completed the balance sheet and income statement in the first activity, this analysis was entirely different, focusing on factors

Like dividend payout, EBIT (Earnings Before Interest and Taxes), net profit margin, etc. Despite having some data on ratios, it was challenging to interpret them appropriately.

Activity-4: The task required me to conduct a SWOT analysis and gather credit information from external agencies. Preparing the SWOT analysis was challenging as it influenced decisions for the forthcoming year. I had limited data, which made it difficult to cover all points comprehensively. Nonetheless, I adjusted the available data to perform a relevant SWOT analysis for both companies. On the other hand, obtaining credit information from external agencies was relatively easier, as I could retrieve the required data from websites.

Activity-5: Lastly, I was tasked with analyzing the Porter Five Forces model for both companies. While it did not present significant challenges, it provided an opportunity for me to learn and gain insights into certain aspects of the model.

Task 3; Increasing social media visibility

This task was similar to the first one but focused on promoting a social media handling page without selling any product.

The objective was to encourage friends, colleagues, and relatives to follow the page, and it was entirely free of cost with no payment required from them.

One major challenge was the lack of trust in the social media handling page link, as some individuals were concerned about their information being compromised or hacked.

Despite suggesting the page to people, not everyone was willing to follow it due to their doubts about its safety.

The company needed information from me to verify my progress in achieving the task's targets. To do so, I took screenshots of individuals who followed the page.

However, convincing some individuals to follow the social media page proved to be quite difficult.

These were the challenges I encountered during my Mozohunt internship while working on the task related to social media visibility.

8) SWOT ANALYSIS OF MOZO HUNT

Task-1; Marketing and sales

Strengths:

Diverse Content: MozoHunt offers a wide variety of content categories, including books, magazines, newspapers, and study materials, which appeals to a broad range of interests.

Collaborations with Major Companies: MozoHunt's partnerships with major newspaper companies and other content providers enhance its content offerings and attract a larger audience.

Effective Marketing Strategies: The platform employs effective marketing techniques to promote subscriptions, increasing its visibility and customer base.

Weaknesses:

Limited Regional Reach: MozoHunt may have limited availability in certain regions, hindering its access to potential customers in those areas.

Pricing: Some customers may find the subscription costs relatively high, which could deter them from subscribing to the service.

Opportunities:

Global Expansion: MozoHunt has the opportunity to expand its services to a wider international audience, tapping into new markets.

New Content Formats: Introducing new content formats, such as interactive courses or audio content, could attract more users and enhance engagement.

Threats:

Intense Competition: MozoHunt faces competition from various online learning platforms and content providers, potentially impacting its market share.

Rapid Technological Changes: Advancements in technology may require continuous updates and improvements to stay competitive.

Task 2; Finance

Strengths:

Limited data availability for conducting a comprehensive SWOT analysis.

Difficulty in identifying and highlighting the key strengths of each company from the financial data.

Need for deeper insights into the companies' competitive advantages and unique selling propositions.

Incorporating non-financial factors into the analysis to provide a well-rounded view of their strengths.

Weaknesses:

Challenges in pinpointing the specific weaknesses of each company based solely on financial ratios and data.

Limited understanding of how certain financial indicators may reflect weaknesses in other operational aspects.

Identifying areas where the companies are lagging behind their competitors.

Obtaining relevant data on financial weaknesses that can have a substantial impact on their performance.

Opportunities:

Difficulty in deriving potential growth opportunities for the companies from financial data alone.

Need to look beyond financial statements to identify potential market expansion, diversification, or innovation opportunities.

Exploring how the companies can capitalize on their financial stability to venture into new markets or products.

Gaining insights into strategic partnerships or acquisitions that can enhance their financial position.

Threats:

Challenges in determining external threats solely based on financial ratios.

Identifying economic or industry-specific risks that may not be evident in financial reports.

Considering factors that could negatively impact their financial performance in the future.

Understanding how changes in market dynamics and customer preferences may pose threats to their financial stability.

Overall, converting the finance task into a SWOT analysis posed challenges due to the limited scope of financial data and the need to incorporate non-financial factors to present a comprehensive view of the companies' strengths, weaknesses, opportunities, and threats.

Task -3; Increasing social media visibility

Strengths:

Free Promotion: The fact that the page was promoted entirely free of cost could attract individuals interested in relevant content.

Targeted Audience: Friends, colleagues, and relatives may have shared interests, making them potentially receptive to the page's content.

Personal Recommendations: Word-of-mouth recommendations from known individuals could enhance the page's credibility and attract more followers.

Weaknesses:

Lack of Trust: The concern about information security might have deterred potential followers from engaging with the page.

Reluctance to Follow: The reluctance of some individuals to follow the page hindered its growth and outreach.

Opportunities:

Engaging Content: Creating compelling and valuable content could attract more followers and build trust in the page.

Influencer Partnerships: Collaborating with influencers or popular social media personalities could boost visibility and credibility.

Targeted Campaigns: Running targeted advertising campaigns could reach a broader audience interested in the page's content.

Threats:

Competing Platforms: There are numerous social media platforms, and potential followers may prefer other platforms over the one being promoted.

Data Privacy Concerns: Persistent concerns about data privacy and security could continue to deter individuals from following the page.

Limited Resources: Without a budget for incentives or promotions, attracting a significant number of followers might remain a challenge.

9) LEARNING EXPERIENCE IN MOZO HUNT

My learning experience from the company was valuable and enriching. I encountered various challenges during my internship, but these challenges provided me with opportunities to grow and develop new skills. Here's a summary of my learning experience:

Sales and Marketing: Through the sales and marketing task, I learned the importance of understanding customer needs and interests. I improved my communication and persuasion skills while trying to convince customers to buy the product. Additionally, I gained insights into the significance of pricing strategies and the impact of discounts on customer behavior.

Finance: Working on financial reports and analyses taught me the significance of accurate data analysis. I learned to interpret financial ratios and understand a company's overall financial health. Handling financial data increased my attention to detail and critical thinking abilities.

Increasing social media visibility: Promoting the social media page helped me understand the significance of building trust with the audience. I learned the importance of transparent communication and providing proof of progress to gain followers' confidence.

Overall, my internship allowed me to apply theoretical knowledge to real-world scenarios, enhancing my problem-solving and decision-making skills. Facing challenges taught me resilience and adaptability, which are crucial traits in any professional setting. The experience also highlighted the value of teamwork and effective communication with colleagues and superiors.

Throughout my time with the company, I embraced a growth mindset and continuously sought solutions to overcome obstacles. This learning experience has equipped me with practical skills and insights that will undoubtedly benefit my future career endeavors. I am grateful for the opportunity to learn and grow during my internship at the company.

10) CONCLUSION

Mozo Hunt has demonstrated its value as a comprehensive learning platform, but there are opportunities for further development and improvement. By addressing these areas, Mozo Hunt can solidify its position as a prominent platform for knowledge seekers.

REFERENCES;

https://mozohunt.com/

https://www.studocu.com/in/login