

## Executive Summary :-

Harmor is an Indian ice cream brand known for its wide range of flavours and quality products. Founded in India in 1944, it has expanded its presence nationally and internationally. Harmor's success can be attributed to its commitment to innovation, premium ingredients, and dedication to customer satisfaction, making it a beloved choice for ice cream enthusiasts worldwide.

## Learning objectives and outcomes :-

The learning objectives and outcomes of Harmor could encompass various aspects. Understand the history, values, and mission of Harmor as a brand. Acquire knowledge of Harmor's product range, including flavours, ingredients, and packaging. Learn and implement food safety and hygiene practices to ensure the quality and safety of Harmor products. Gain proficiency in sales techniques, and strategies to promote Harmor products effectively.

Sector of Business and Intern organization:

Häagen-Dazs is an Indian ice cream brand, so its sector of business would be food and beverage, specifically ice-cream production and distribution. As for intern organization, it would likely vary depending on the company's structure and needs, but typical intern roles might include marketing, operations, product development, or finance.

Summary of Activities:-

Häagen-Dazs is an Indian ice cream brand with a wide range of flavors and high-quality products. They operate numerous ice cream parlors and outlets across India, offering ice cream, sundaes, shakes, and frozen desserts. Häagen-Dazs activities encompass ice cream production and distribution, retail operations, event catering, and shake manufacturing, catering to a broad customer base with a focus on quality and variety.

## Industry Profile:

Haumor operates in the ice cream industry, which is a part of the larger dairy industry. The ice cream industry is characterized by intense competition, with players constantly innovating to capture market share and meet evolving consumer preferences. Haumor focuses on producing high-quality ice cream products, offering a wide range of flavours and variations to appeal to different consumer segments. Additionally, environmental and health considerations are becoming increasingly important, with consumers in a dynamic industry where innovation, quality, and branding play crucial roles in maintaining market leadership.

## Mission :

Häagen-Dazs's mission is likely centered around delighting consumers with high-quality, flavorful ice cream experiences while upholding their commitment to innovation, sustainability, and community engagement. Additionally, Häagen-Dazs may strive to build strong relationships with customers, suppliers, and stakeholders while achieving sustainable growth and profitability in the ice cream industry.

## Core Values :

1. Quality : commitment to producing high-quality ice cream products using the finest ingredients and processes .
2. Innovation : constantly striving to innovate and introduce new flavours, formats, and experiences to delight customers .
3. Integrity : conducting business with honesty, transparency , and ethical practices in all interactions .

4. Customer-Centricity: Placing customers at the heart of everything they do, aiming to exceed their expectations and provide exceptional service.
5. Sustainability: Operating in an environmentally responsible manner, minimizing their environmental footprint and contributing to the well-being of the communities they serve.
6. Excellence: Pursuing excellence in all aspects of their operations, from product development and manufacturing to customer service and brand representation.

### Main objectives:

1. Market Expansion: Expanding their presence in existing markets and exploring opportunities for growth in new geographic regions.
2. Product Innovation: Continuously innovating and diversifying their product offerings to meet changing consumer preferences and stay ahead of competitors.

3. Brand Building: Strengthening the Haumore brand through effective marketing, promotional activities, and brand positioning strategies.
4. Customer satisfaction: Ensuring high levels of customer satisfaction by delivering quality products, excellent service, and memorable experiences.
5. Talent Development: Investing in employee training, development, and retention initiatives to nurture a skilled and motivated workforce.

### Objectives:

Ensuring consistent quality in their ice cream products to meet or exceed customer expectations. market expansion, increasing market penetration by reaching new geographical regions or expanding distribution channels. Brand recognition, building and strengthening the Haumore brand through effective marketing strategies and memorable customer experiences. Financial growth, achieving sustainable revenue and profit growth while maintaining a strong financial position in the market.

## (Corporate Profile)

Harmor is a renowned Indian ice cream brand with a rich corporate profile. Harmor is founded in 1944 in Karachi, Pakistan, by Satish Chona, Harmor. Started as a small ice cream parlor. After Partition, the brand relocated to India and continued to grow. In 2017, Harmor was acquired by Lotte Confectionery, a South Korean conglomerate, which aimed to expand its presence in the Indian ice cream market.

### Introduction:

Harmor is a well-established ice cream brand that has been delighting consumers with its delicious and innovative products since 1944. Originally founded in Karachi, Pakistan, by Satish Chona, Harmor quickly became known for its quality ice cream offerings.

After the Partition of India and Pakistan, the brand relocated to India and continued to flourish.

Harmor offers a wide range of ice cream products including cups, cones, family packs and novelty 'clemons'.

suggested Pre-Gradivities:

Students have:

1. Sweet tooth: A love for ice cream and desserts is a must, as Haumon specializes in crafting delicious frozen treats.
2. Exploratory Palate: Embrace a sense of culinary adventure to fully appreciate Haumon's diverse range of flavors and unique combinations.
3. Quality Connoisseur: Appreciation for high-quality ingredients and meticulous craftsman ship will enhance the enjoyment of Haumon's Premium ice cream creations.
4. Family and Friends: Ice cream is best enjoyed with loved ones, so gather friends or family for a shared Haumon tasting experience.
5. Open Mind: Stay open to trying new flavors and textures, as Haumon continually

introduces innovative and exciting ice cream offerings.

By meeting these prerequisites, you'll be well-prepared to savor the delightful indulgence that Haumon ice cream.

Students Must Have:

If looks like your message might be incomplete or have a typo are you asking something? feel free to clarify and I'd be happy to help. It sounds like students and haumon - You Today Haumon ICE CREAM is delicious facet of western India's. It reaches hundreds of thousand of cus-

## ACTIVITY LOG FOR THE FIRST WEEK

	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
-1	Orientation class on Digital marketing By Smart Bridge	Learned the Basics of Digital marketing.	
-2	Introduction to the keywords Research and sites.	Learned how to find the keywords of some particular products we use.	
-3	Introduction to the marketing strategies was provided.	Learned the different types of marketing strategies.	
-4	Introduction to the brand Identity and about Brand.	Learned how to use chat up and more about chat up.	
-5	Introduction to use chat up was been provided.	Learned how to identify a brand and brand identity.	
Day -6	No assignments were been provided as there were been.		

## 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 the student orientation class on Digital marketing by smart Bridge.

Day-2 : Introduction to the keyword Research. and SIKS were provided in the orientation class.

Day-3 : Introduction to the marketing strategies. and different types of strategies were provided.

Day-4 : Introduction to the use of ChatGPT about ChatGPT, 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 on learnt by us.

Day-6 : There was no assignment or project provided by smart Bridge. passes were introduction classes.

## ACTIVITY LOG FOR THE SECOND 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	Brief Introduction on content marketing and its strategies.	learnt how to use content marketing and its strategies.	
Day - 2	Introduction to Brand Awareness, SEO and SEO meaning was explained.	learnt what is Brand Awareness and what is meant by SEO.	
Day - 3	Orientation class on keywords research tools and its uses.	learnt what are the tools used for keywords 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.	learnt how to create a video	

## 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 : On this second day we learnt about Brand's Awareness, SEO, SMO meaning etc.

Day-3 : On this third day we learnt about what is keywords Research, keyword Research tools which helps in keyword Research.

Day-4 : On this fourth day we learnt about content marketing, content marketing and planning

Day-5 : On this fifth day we learnt about what and how to use social Media Marketing.

Day-6 : On this sixth day we learnt about creating video and editing video. Using Anshot, assignments were provided. On this 30 sec video making and poster making.

### ACTIVITY LOG FOR THE THIRD 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 on facebook, learnt how to platform and basics.	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 Gmail	
Day - 3	Brief Description on how to use facebook for marketing	learn 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 and its uses and its importance were provided.	learnt the use & importance of Meta business suite.	
Day - 6	Assignment on creating a facebook Reel on a product was given.	learnt how to create facebook Reels & post on platform and upload 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 Meta Business Suite of 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-3: We learnt how to use Facebook for Social Media marketing.

Day-04: An introduction to Meta Business Suite with its uses and importance.

Day- 05: An instance and functions of Meta Business Suite in the social media Marketing world.

Day- 6: Assignments were been provided on creating a Facebook Reel and Facebook on a Product or a Reel and Facebook of a Brand we like the most.

## 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 marketing	
Day - 2	Created a new account in Instagram using some gmail account used for Facebook account	learnt how to create a new Instagram account for marketing.	
Day - 3	Create a username for the Instagram account for Marketing	learnt that Instagram requires a username.	
Day - 4	Assignment was been given to create an Instagram Reel & Post on a product to Market	learnt how to Create Instagram Reel and Post being on a Product	
Day - 5	Overview on Instagram Insights uses and its importance in marketing	learnt how to use Instagram Insights in marketing.	
Day - 6	Introduction to the functions 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 Platform.

Day-02 : We were asked to create a new Instagram account using the same gmail account we used for creating the fake - book account .

- book account .  
Day - 3<sup>o</sup> we create a user name in  
Instagram account for marketing  
User given to create

Instagram account + just marketing  
Day-on: Assignment was been given to Create a post on a Product Market

Day-04: Assignment was to create an Instagram Reels & post on a Product Market. And Insights views and

an Instagram Reels & Reels

an Instagram reels & Reels  
Project: overview on Instagram Insights uses and  
its importance in marketing fields was explained.  
Some functions of creating and posting.

**Day-obj:** - Both the functions of creating and posting  
is explained in the introduction

## 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.	Learned what is Business Ad manager with its uses & importance in marketing.	
Day - 2	Introduction to social Media Marketing using linkedin.	Learned what is Benefits of doing Advertisements in social media marketing.	
Day - 3	Assignment was been provided to create an advertisement on <del>brand</del> app.	Learned how to create an ad on a brand or product using the <del>brand</del> app.	
Day - 4	Introduction to the goog Benefits of Advertising for marketing.	Learned what is Benefits of doing Advertising for marketing.	
Day - 5	Introduction to the google ads & its uses in social media marketing.	Learned 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.	Learned what is google ads and its types and uses of them.	

## WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

### Objective of the Activity Done:

**Detailed Report:** In this fifth week we learn about Business Ad Manager, Ads, linkedin Google ads etc for social media marketing.

Day 1:- Introduction to Business Ad manager it's importance in Social media Marketing

Day 2:- Introduction to Benefit of Advertis for Marketing

Day 3:- Introduction to social media Marketing using linkedin Platform

Day 4:- Assignment was been Provided to Create an ads on a Brand or Product using APP

Day 5:- Introduction to what is google ads and its uses in Social media marketing

Day 6:- Introduction to type of google ads and its types used in the work of Social media marketing google ads account will be created under 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>
Day - 1	Briefly explained social Media marketing and its platforms.	learnt how to use Social Media marketing and its platform.	
Day - 2	Gave a practice on social Media marketing using different platforms.	learnt and practical social Media marketing through quiz.	
Day - 3	continuation of the Practice on social Media marketing.	learnt and practiced social Media marketing through quiz.	
Day - 4	There was quiz - weekly test as a practice.	learnt to answer the questions and practice.	
Day - 5	self practice on facebook platform for social Media marketing purpose.	learnt how to use Face book for marketing.	
Day - 6	self practice on creating ads on brand on a product using the Canva app.	learnt how to create ad Posters using the Canva app.	

## WEEKLY REPORT

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

### Objective of the Activity Done:

**Detailed Report:** In this sixth week we learnt in briefly what is social media marketing

Day 1:- Briefly explained user, types, types of platform in social media marketing

Day 2:- Did practice on social media market using different Platform

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

Day 4:- Attended the Quiz - 4 conducted by Smartbridge on account on social media marketing

Day 5:- Did Self Practice on Social media using the facebook Platform, created Posts videos on a Brand Product.

Day 6:- Did Self Practice on creating the Ads for marketing Purpose for different Platform facebook, Instagram, linkedin, Twitter etc using the awesome application called Canvan app Instshot for creating video Post

## ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
Day-1	Self Practice on facebook Platform for social Media marketing	learnt how to use facebook for marketing Purpose	
Day-2	Introduction to the Email marketing Campaigns and its uses	learnt what is email marketing and its uses	
Day-3	Introduction to the types of Email marketing Campaigns	learnt types of Email marketing Campaigns	
Day-4	Introduction to the Email marketing account And set up	learnt account and setup of Email marketing	
Day-5	Self Practice on the Email marketing Campaign	learnt more about Email marketing Campaign	
Day-6	Self Practice on Social media marketing Using twitter linkedin	learnt more about Social media marketing issue 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 email marketing uses & types of email marketing.

Day 1:- Did self Practice on Doubt Platform for Social media marketing.

Day 2:- learnt what is the email marketing and its uses of social media marketing.

Day 3:- learnt about Email marketing and its types of uses in Social media marketing.

Day 4:- learnt about account and setup of account using email marketing.

Day 5:- Did self Practice on social media marketing using twitter & linkedin.

Day 6:- Did more self Practice on the email marketing . Compared self Practice on email marketing uses & types of using twitter and linkedin uses used at the social media platform.

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In this eighth week we learnt about  
Automated behaviour of email marketers  
for social media marketing

Day 1:- We did Self Practice on email market-  
eting and Instagram Insights

Day 2:- There was Introduction class on  
how to do import Contact mailchimp  
for social media marketing

Day 3:- There was Introduction to Automatic  
and Behaviour Triggers in email marketing  
for social media marketing

Day 4:- There was a group assignment Test  
consists of thirty questions of multiple  
choice

Day 5:- There was a Revision class for all  
the topic held till date

Day 6:- Did Self Practice on the Plat-  
form Social media marketing linkedin,  
Facebook, Instagram for social media  
marketing which is used for digital market  
platform