

Intern Assignment for Jadein – Business Strategy Internship

Objective:

This assignment is designed to test your strategic thinking, creativity, problem-solving abilities, and overall fit for the role at **Jadein**. We want to see how you approach challenges, structure your thoughts, and bring innovative solutions to a growing startup.

Instructions:

- Submit your responses in a structured document (Google Docs/PDF).
 - Use real-world examples, research, and creative approaches to justify your ideas.
 - There are no right or wrong answers – we are looking for originality, depth, and execution-oriented thinking.
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Assignment Tasks

1. Market Research & Competitor Analysis

Task: Conduct a basic competitor analysis for Jadein in the plant-based nutraceuticals space.

- Identify at least two competitors in the Indian or global market.
- Compare their product positioning, pricing, marketing strategies, and brand messaging.
- Suggest two key differentiators that Jadein can use to stand out in the market.

Expected Outcome: A well-structured competitor analysis with strategic insights for Jadein.

2. Go-To-Market Strategy for Jadein

Task: Assume Jadein is about to launch its first product line. As the Business Strategy Internship, how would you plan the first three months of launch?

- What key channels (e.g., social media, influencer marketing, partnerships, offline events) would you focus on?
- Suggest at least three innovative marketing tactics to create buzz around the brand.
- What should be the priority metrics/KPIs to track the success of the launch?

Expected Outcome: A creative and execution-ready launch plan with a focus on brand growth.

3. Customer Experience & Operations

Task: Imagine a customer receives a Jadein product and is dissatisfied due to delayed delivery.

- Draft a customer service email response addressing their concerns.
- Propose two long-term solutions to minimize such issues in operations and fulfillment.

Expected Outcome: A well-crafted email and a problem-solving mindset for backend operations.

4. Business Innovation & Personal Motivation

Task: Jadein believes in innovation and sustainability.

- Propose an additional product or service that Jadein can introduce in the next year.
- How would you validate whether customers actually need this product?
- Why do you want to be a part of this startup, and how do you see yourself adding value?

Expected Outcome: A thought-provoking response that demonstrates creativity and motivation for the role.

Evaluation Criteria

- **Strategic Thinking & Research** – How well have you analyzed the market and competitors?
- **Creativity & Innovation** – Are your ideas fresh, unique, and executable?
- **Execution & Problem-Solving Ability** – Can you structure actionable solutions?
- **Communication & Presentation** – Is your writing clear, engaging, and persuasive?
- **Passion & Fit for Jadein** – Does your motivation align with the startup's vision?

Deadline: 1st March 2025

Submission Format: Google Docs/PDF via email satyam@rminsnutraceuticals.com

Why This Assignment?

This assignment will help us gauge your ability to think like a startup leader rather than just an intern. It's an opportunity to showcase your problem-solving skills, marketing instincts, and operational understanding—all of which are crucial for this role.

We look forward to seeing your insights and creativity.