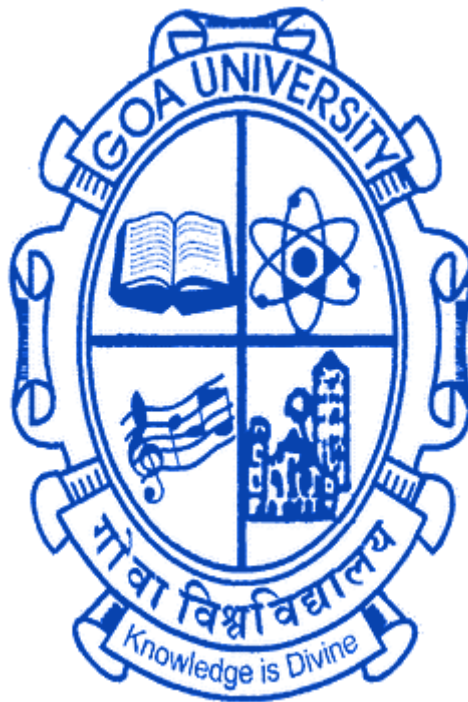


I.M.B.A

INTERNSHIP AT TAJ RESORT & CONVENTION CENTRE &

GOANA FOODS

DONA PAULA, GOA



CERTIFICATE OF EXCELLENCE

TAJ
RESORT & CONVENTION CENTRE
GOA

This certificate is proudly presented to

Mr. Shanu Pais
from Goa University
in recognition of successfully completing the Industrial Exposure Training
in Sales & Marketing
His /Her performance has been Excellent
The duration of this training was from 01-02-2023 to 30-04-2023

शमोस

Vincent Ramos
Senior Vice President - Goa

Valentine Athaide

Learning and Development Manager

TAJ SELEQTIONS VIVANTA GINGER amā Qmin TAJ sats

THE INDIAN HOTELS COMPANY LIMITED

Office at: 9th Floor Express Towers, Barrister Rajni Patel Marg Nariman Point, Mumbai, Maharashtra 400 021, India • Regd. Off: Mandlik House, Mandlik Road, Mumbai 400 001

IHCL

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ACKNOWLEDGEMENT

I would like to express my deepest appreciation to everyone who guided me through my internship and helped me complete this report. Special gratitude to our coordinator Mr. KGS Narayan and the entire IMBA Faculty.

Furthermore, I would like to thank the Management of Taj Resort and Convention Centre, Goa and Cidade De Goa for giving me the opportunity to intern in their prestigious hotel. I would also like to give a special thanks to Mr. Valentine, Mr. Anish, Mr. Sameer, Ms. Desiree, Ms. Jade, Ms. Jonesca & Ms. Rihija the staff of Taj Resort and Convention Centre, Goa for their continuous guidance and support and for providing me with all the required material and information to complete this report. A special thanks to the entire Sales and Marketing Staff for the constant support and corroboration I have received in helping me successfully complete this Internship. I'm thankful beyond words for the exposure and encouragement that I have received in this course of three months.

I would also like to thank the management of Goana Foods for giving me the opportunity to intern in their organization. A very special thanks to Mr. Cyd Pais, the proprietor of Goana Foods and the entire staff for guidance and support and for providing me with all the required material and information to complete this report.

I'm thankful beyond words for the exposure and encouragement that I have received in this course of six months.

EXECUTIVE SUMMARY

My sales internship has been a transformative experience, providing me with a profound understanding of the sales landscape and refining my skill set. Throughout this journey, I've learned the vital importance of a client-centric approach, effective communication, resilience, and adaptability. Embracing data-driven decision-making and fostering collaborative teamwork have been instrumental in achieving our goals. I've also had the privilege of contributing innovative strategies, enhancing client engagement, and prioritizing ethical practices. This internship has not only equipped me with essential skills but has also revealed my potential for growth and leadership in the field of sales. As I move forward in my career, I am eager to apply these insights and continue my pursuit of excellence in sales.

1. ORGANIZATION

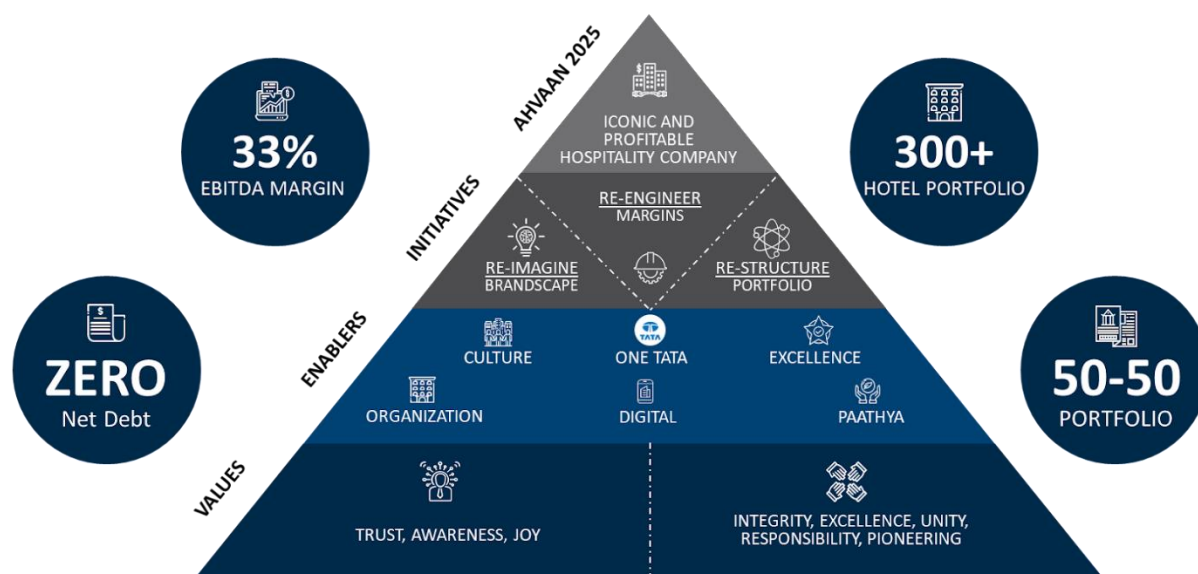
1.1 BIRDS EYE VIEW

INDIAN HOTELS COMPANY LIMITED

Founded by Jamsetji Tata in 1902, the Tata group is a global enterprise, comprising over 100 independently operating companies. The group operates in more than six continents with a mission to improve the quality of life of the communities it serves globally. Through long-term stakeholder value creation based on 'Leadership with Trust', the Tata brand stands as a lasting promise behind its businesses, many of which are industry leaders. IHCL is honoured to be one of the first of those timeless and tireless initiatives.

IHCL is reimagining itself by leveraging its strong brand equity to multiply its portfolio while aligning with high-growth segments. This includes manoeuvring excellence while reinvigorating its portfolio across all brands.

AHVAAN



Our long term strategy, Ahvaan 2025, is based on the three-pronged strategy of re-engineering its margins, re-imagining its brandscape and re-structuring its portfolio. Under Ahvaan 2025, IHCL aims to grow profitably in the coming years while building a portfolio of 300 hotels, clocking 33% EBITDA margin with 35% EBITDA share contribution from new businesses and management fees by FY 2025-26.

BRANDS UNDER IHCL

1. TAJ

The hallmark of Indian hospitality, Taj personifies tradition and warmth. With hotels ranging across iconic locations, living palaces, exotic resorts and scenic safaris, Taj delivers unmatched experiences and lasting memories for guests around the world. In Goa, we have 4 Taj Hotels namely; Taj Fort Aguada Resort & Spa, Taj Holiday Village Resort & Spa, Taj Exotica Resort & Spa, Taj Resort and Convention Centre, Goa.

2. SELEQTIONS

Spanning signature city hotels and extraordinary leisure resorts, SeleQtions provides distinct experiences for travellers who seek unforgettable stories. Celebrating a legacy of time, a sense of place or a specific theme these unique

properties bring to life experiences through their location, décor, service, cuisine and more. A SeleQtions stay is as exclusive and personal as it gets. We have only one SeleQtions hotel in Goa and that is Cidade De Goa – IHCL SeleQtions.

3. VIVANTA

A smart collective of business and leisure hotels, Vivanta celebrates the uniqueness in one's individuality. Disruptive in their purpose and persona, these destinations hold inside them many hints, of surprises that make one feel special. We have two hotels under this brand. They are Vivanta, Panaji and Vivanta Miramar.

4. GINGER

Catering to the new Indian, this sassy range of new-age hotels across the country are designed for a smooth transit through a variety of extremes. Welcome to a new world of fusion - where the boundaries of work and leisure are blurred,

where local merges with global and where contrasts come together to create unique yet relatable seamless experiences.

5. AMA STAYS & TRAILS

A distinctive branded offering by IHCL, amã Stays & Trails comprise untouched experiential escapes ranging from charming residences to mesmerizing trails in unique locations. Combining elegance with homely comfort and warm service, amã Stays & Trails offer immersive and authentic local experiences to guests. We have 9 such amã stays here in Goa.

6. TAJ SATS

A collaborative venture of IHCL and SATS (formerly Singapore Airport Terminal Services), TajSATS combines expertise and warmth that delights customers through every interaction. Its state-of-the-art kitchens ensure hygienic food production and handling, while meticulously serving an assortment of cuisines.

Living by its quality and delivery commitment, TajSATS is India's leading airline caterer and a leading institutional player.

7. QMIN

ANUKA is a multi-cuisine restaurant on the Qmin App. It serves a repertoire of culinary delights and signature dishes that guests can enjoy in the comfort of their home. Qmin is Indian Hotels Company Limited's (IHCL) special curated food delivery app where one can order special curated dishes made with the highest Quality of ingredients and offering a variety of your favourite Quinines.

8. EXPRESSIONS

Expressions includes Jiva Spa catering to Wellness seekers of Ancient Indian wellness therapies, Salons that make sure you get your beauty with care, Khazana a multi-product retail outlet, Our various F&B Outlets that offers a multitude of speciality cuisines flavoured with tradition and innovation through its signature brands such as Bombay Brasserie, Golden Dragon, Wasabi, Thai Pavilion and

House of Ming and The Chambers Established in 1975, The Chambers is an exclusive business club that operates in seven locations across India and Dubai.

The club provides its members the choicest facilities, backed by Taj' s iconic service.

TAJ RESORT AND CONVENTION & CENTRE

Perched upon a hillock surrounded by dense verdure Taj Resort & Convention Centre, our luxurious vertical resort in Goa, oozes luxury & scale. It stands tall, bold and generous, much like the spirit of Goa.

Enter a cocktail of enviable spaces and modern design. After being greeted on arrival by vertical gardens and an elegant fountain, step into the views, starting with the lobby that sweeps in the Arabian Sea. Look above and the boldness of Goa stares back at you, in the form of a suspended boat's hull.

1.2 SERVICES OFFERED BY TRCC

1. BLD

BLD is our multi-cuisine restaurant that's open for, yes you guessed it, breakfast, lunch and dinner. It has three live counters, Goan, Continental and Oriental. Part of the ceiling is beautifully adorned with the Goan pantle with light fixtures. Whereas, the other part has a decorative design that suggests waves. BLD has lovely little hints of Goa in every corner. The extended alfresco terrace is a great spot to park yourself and soak in the sun, sea and the incredible hues of the sky.

2. C2C

The speciality restaurant C2C offers coastal cuisine from around the world and sweeping views of the waters and is tentatively opening in mid-September 2022.

3. POOL BAR

For the best high in Goa however, head up to the instagrammable rooftop, suitably landscaped with a large infinity pool along the sea-facing edge and boasting a sunken bar. The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach. Pause for the sunsets and the light illuminating statues of Dona Paula.

4. RECREATION

For the best high in Goa however, head up to the instagrammable rooftop, suitably landscaped with a large infinity pool along the sea-facing edge and boasting a sunken bar. The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach. Pause for the sunsets and the light illuminating statues of Dona Paula.

5. JIVA SPA

Elevate your senses with the Jiva Spa, and holistic rejuvenation inspired by ancient Indian healing wisdom. Wrap yourself in soothing luxury with a selection of massages and invigorating aromatherapy.

6. CINEMA

One of the most striking, unexpected features is a 30-seater cinema that the resort offers cinephiles.

1.2.1 ROOMS OFFERED BY TRCC

1. SUPERIOR

Warm colors, luxurious spaces, and varied views welcome you into your 38 sqm abode, complete with a king/twin bed and 3-fixture washroom. Additionally, Superior rooms come with the comfort and convenience of a Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices.

2. LUXURY

With a courtyard view, our 50 sqm Luxury rooms keep it warm and plush, making them perfect for both introspection and indulgence. Revel in the comfort of a Tea/Coffee maker, Flat-screen HDTV, minibar, complimentary Wi-Fi for 4 devices, and a 4-fixture washroom, including bathtub.

3. DELUXE SEA VIEW

Embrace breath-taking views of the sea as you lounge on your bed. The room offers a luxurious 40 sqm of ergonomic space and the comforts of a 4-fixture washroom, a Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices.

4. LUXURY SEA VIEW

An exhilarating sea-view greets you in these lively, spacious 42 sqm residences, quirky wall pieces complementing the room's unmistakable grace. A Tea/Coffee maker, Flat-screen HDTV, minibar, 4-fixture bathroom, and complimentary Wi-Fi for 4 devices take care of your material needs.

5. TAJ CLUB SEA VIEW

Verdant ledges complement the views of the sea as you look on from the comfort of your bed. At 51 sqm, our Taj Club rooms up the luxury quotient, complete with an open-view bathroom and Taj Club amenities. Tea/Coffee

maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.

6. DELUXE SUITE

Let your mood move with the moods of the sea in our sea-facing Deluxe Suites. At 83 sqm, they are steeped in the enviable luxury of space, views, and warmth. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.

7. LUXURY SUITE

Let your mood move with the moods of the sea in our sea-facing Deluxe Suites. At 83 sqm, they are steeped in the enviable luxury of space, views, and warmth. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.

8. GRAND LUXURY SUITE

Embrace the luxury of all that 108 sqm of impeccably designed space can offer, from an enviable view of the vast sea to a sprawling living room. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HD TV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.

9. HSOPITALITY SUITE

Elevate your senses and give in to opulence. Complete with sea views, a living room, and a sprawling bedroom, our 150 sqm Hospitality Suite embodies the largeness of the Goan lifestyle. 4-fixture washroom, King Bed, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to the comfort.

10. PRESIDENTIAL SUITE

Live largest in our most expansive suite. At 175 sqm, our sea-facing Presidential suite exudes luxury, modernity and artful elegance. A 7-fixture bathroom, King

Bed, Tea/Coffee maker, Flat-screen HD TV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort. Guests enjoy exclusive Club Privileges.

1.2.2 TOTAL ROOMS

ROOM TYPE	Number of rooms
SUPERIOR KING CITY VIEW	26
SUPERIOR TWIN CITY VIEW	85
LUXURY TWIN CITY VIEW	37
LUXURY KING CITY VIEW	18
DELUXE KING SEA VIEW	39
DELUXE TWIN SEA VIEW	12
LUXURY KING SEA VIEW	39
TAJ CLUB SEA VIEW	26

DELUXE SUITE	5
LUXURY SUITE	7
GRAND LUXURY SUITE	3
HOSPITALITY SUITE	1
PRESIDENTIAL SUITE	1

1.2.3 TYPES OF BANQUETS OFFERED BY TRCC

1. ASSEMBLEIA

A total area of 1100 sq.ft makes Assembleia the largest ballroom in Goa. It can be divided into 3 parts of about 3500 sq ft each.

Height – 21ft

Capacity- Theatre – 1000 & Classroom – 350

2. SKY GAZE

Yes, you guessed it, it is our rooftop. In addition to our rooftop infinity pool, it consists of 3 decks namely

Yoga Deck- Hosts about 20 people

Deck C – 8200 sq. ft.

Deck D – 10750 sq. ft.

3. SOUTH

Total area of 1320 sq. ft. This hall too can be divided into 2 parts of 660 sq. ft. each.

Height – 7 ft

Capacity – Theatre - 90 & Classroom – 50

4. WEST

Similar to South but slightly bigger, West has a total area of 1430 sq. ft. and can be divided into 2 parts of 730 sq. ft. each

Height- 9ft

Capacity- Theatre – 120 & Classroom – 60

5. BOARDROOMS

Important decisions need suitable spaces – professional and intimate.

Hence, we have 2 boardrooms that seat 15 people for all your important decision-making moments.

6. ALL DAY ALL NIGHT

Located in the basement of the resort this becomes the perfect party place.

As the name suggests you can host your event here throughout the day and night as per your whims and fancies.

7. CASCADE

Situated between BLD and Assembleia, cascade becomes the perfect little outdoor nook to break away from your event. It gets its name from the cascading water that flows in the background

8. SOUTH COURTYARD

Perfect for a 15 people cozy, intimate gathering or a breakaway from your event.

CIDADE DE GOA

A few minutes from Panjim, past verdant paths, and on Vainguinim beach, await intimate alcoves, overhanging balcaos, historic murals, a backyard beach, and the friendliest hosts. Simply, Goa in a resort.

Designed as a Portuguese hamlet, with a Mediterranean influence, by world-renowned architect Charles Correa, Cidade de Goa, our beach resort in Goa, is a blend of luxury, warmth, and the laidback elegance of susegad. It embodies the heart of Goa, both in terms of location and vibe

One is welcomed by stunning views of the sea, manicured greens, and vibrant medleys of oranges, yellows, and blues. Correa's telling murals, chequered floors, balcaos, and tiled roofs take one through a historical Portuguese-Goan journey. Every corner has a story, every nook - places to sit, and every evening is accentuated by live music.

1.2.4 TYPES OF BANQUETS OFFERED BY CDG

1. SALA DE BANQUETE

The go-to venue for conferences and mid-sized business meetings, Sala de banquete also has an attached terrace which has a small near it and opens into the multi-function area.

Area- 1680 sq. ft.

Capacity – Theatre – 110 & Cluster – 55

2. GRANDE SALA

Spacious and elegant, the hall opens into airy outdoor spaces, reminiscent of Portuguese-Goan courtyards, with chequered floors, and mini-lawns for mid-meeting breaks and post-meeting networking. Fitted with spectacular acoustics, sound systems, and central light controls, this is where most conventions take place.

Area – 3750sq. ft.

Capacity – Theatre – 450 & Cluster – 140

3. MANDОВI & ZUARI LAWNS

Subtly paved paths lead to the sprawling, manicured Mandovi and Zuari lawns, spotted with banyan and palm trees. A clearing in the middle makes for the perfect stage, leaving more than enough room to enjoy a dance floor and multiple buffet tables. The Arabian Sea, just a few metres away adds to the romantic allure of the greens with its calming whiff and serenading waves, its rugged waves beautifully contrasting the refined lawns.

Area – 30100 sq. ft.

Capacity - Theatre – 1000 & Cluster – 700

4. SUNSET LAWNS

Stroll through rows of palm trees and across an arced wooden mini-bridge to reach a secluded, exclusive bamboo-fenced world of verdure - a paved path on one side, a verdant alcove on the other, both sheltered by arching trees and ideal for intimate ceremonies. Follow the paved path to a big grassy lawn and an uninterrupted view of the Arabian sea, a low cemented balcony separating the waves and the raised lawn.

Sunset lawn also houses Sunset Point, an enviable spot to see the vibrant onset of dusk. Vast and scenic, this venue is perfect for receptions and large parties.

Area – 10800 sq. ft.

Capacity - Theatre – 350 & Cluster – 250

5. POOLISDE LAWNS

Right next to the pool, Bar Latino, and Barbeque is a miniature lawn, ideal for small, comfortable gatherings of upto 70 people. Bordered by trees on one side and overlooking the Arabian sea on the other, it provides picturesque backdrops to capture memorable moments. A small basketball court on the side and a giant chess board across ensure that children, if any, are as engaged during the event as the grown-ups.

Area – 5400 sq. ft.

Capacity - Theatre – 60 & Cluster – 40

1.3 SECTIONS WITHIN THE ORGINAZATION

1.3.1 SALES IN TRCC

Taj Resort and Convention Centre, Goa and Cidade De Goa are both handled by the same Sales Team. Both hotels are sales driven hotels and cater mainly to MICE rather than FITs

The sales team is divided into 2, Room sales and Banquet sales.

- Room Sales bring in the business. They get in touch with the guests, understand their requirement and offer appropriate venues and rooms on available dates
- Banquet Sales take care of the guest requirements during the event. They coordinate with the banquets team, the events team etc.

We also have a team in Mumbai called the Mumbai Sales Team (MSO) and one in Delhi called the Global Sales (GSO)

- The MSO handles Taj Resort and Convention Centre and Cidade De Goa only. They are a team of 4.

- The GSO handles Taj properties as a whole.

On the next page is the brief process of how a lead is converted into business.

1.3.2 CONVERTING LEADS TO SALES

1. LEAD

- Leads are received through calls, emails, internally, personally.
- We need to understand the requirement of the guest

2. REQUIREMENTS

- On obtaining all the required information, we need to check if we can fulfill their requirement.
- If no, offer alternate dates. If yes, take the lead forward.

3. PROPOSAL

- A quotation with all necessary information is sent out to the guest via email.
- It contains room categories, rates, venues available, rental charges etc.

4. RECCE

- A recce is essentially a property show around.
- It is conducted so the guest knows exactly where they will be hosting their event.

5. NEGOTIATION

- At this stage, we follow up with the guest and the nitty gritty of the event, the budget, payment details etc is talked about in order to finalise everything.
- A tentative block is placed on Shawman SnC Ultra and Opera.

6. CONTRACT

- A contract is made along with a proforma invoice and sent to the guest
- The advance is paid and the contract is signed. this suggests that the event is confirmed

7. CONFIRMED BLOCK

- The tentative block is switched to confirmed on SnC Ultra and Opera
- The entry is also made on the tracker so as too avoid double bookings

8. DETAILING

- The sales manager along with a banquets team member will coordinate with the guest and their events team to get the details of the event.
- Rules and regulations, dos and donts, what they require from our side etc.

9. GROUP NOTE

- An event checklist or group note is created. this contains the itinerary of the event down to the T
- The Function prospectus is created on SnC Ultra. This contains billing instruction, details of the event fed in department wise.

10. PRE-CON & VENDOR BRIEF

- A quotation with all necessary information is sent out to the guest via email.
- It contains room categories, rates, venues available, rental charges etc.

11. POST BILLING EVENT

- Post the event the Sales manager coordinates with the Banquets team, Front office etc to check whether everything has been billed right or for any extras.
- Post which they sit with the guest and settle the bills.

1.3.4 DETAILS FOR THE POINTS ABOVE

- A lead is received through various sources like calls directly to the sales team, calls to the hotel board line, walk in guests, friends or family of guests who have previously hosted their events here, emails directly from the guest or forwarded by the GSO or MSO.
- After receiving the lead we understand their requirement. In order to take the lead forward we check a couple of things namely *Shawman SnC Ultra, *Tracker & *History Forecast.
- After checking availability on all above mentioned platforms we revert to the query by sending a proposal. The basic information required to revert to the query is; Check in & Check out Dates, Pax, type of event, name of company or Bride & Groom. Each query is fed into the tracker to avoid duplication.
- The guest is taken around the property for a recce, to show them the various venues available to help them envision their event better

- Furthermore, negotiation and follow up takes place wherein the Sales person is required to keep the guest budget as well as the hotel needs in mind. We try to please the guest by focusing more on increasing value in terms of elaborate menus, excellent service etc. The rates offered have a margin of 15% - 20% between the wish rate and the walk rate. However to offer any discount the Directors approval is necessary. At this stage a tentative block is placed on SnC, Opera and the Tracker.
- Post Negotiation, contracts are formulated, mentioning all tangibles related to the event along with all the aspects that will be handled by us. Rooms and venues availed along with the rate and rental respectively are mentioned. Ideally payment needs to be made pre function.
- After the contract is signed and the payment is received, the tentative blocks are changed to confirmed.
- Detailing takes place with the guest and their events team, noting down the itinerary of the event and special requirements if any, VIPs attending if any etc.

- All this information is then put together in the *Group note or event Checklist.

A provisional *Function Prospectus is also created at stage by the Banquet sales team.

- The banquet sales person then coordinates with the Vendors/ events person to get details of the set up and equipment used etc. a *Vendor form, *Banquet

Do's & Don'ts, *Drone checklist is issued to them to fill out, sign and return.

In addition to this various NOCs for various licenses such as music, alcohol etc.

is issued. The events person is required to acquire certain licences such as IPRS, PPL, NOVEX & RMPL and submit it to the hotel before the event.

- A Precon is a meet that takes place 2 days prior to the event where in all the heads of the department and the people in charge of that particular event are present altogether and the group note is read out by the concerned sales manager. Questions are addressed, suggestions are made and changes occur accordingly. This to ensure that each department is well aware of their role with regards to the event.

- A vendor briefing takes place 2 days before the event between the Events team and few of the departments coming directly in contact with the events team like security, engineering, IT etc. they discuss the banquet dos and don'ts and other important aspects of the set up.
- The group note and Function Prospectus is then generated and sent to across to all the departments.
- One day before the event a small sheet containing the itinerary for the next day only is sent out on Whatsapp so as to keep everyone well informed of the happenings of the next day. The sheet is called Events for Tomorrow.
- During the event, the sales person and banquets person needs to coordinate with the guest and concerned departments and see to it that the event goes about smoothly.
- Post the event the bill is printed from SnC, front office is asked about any extras etc. and the guest is met for the final bill settlement.
- The bill can be settled in 3 ways such as:

a) Direct Payment: Credit Card or Debit Card

b) Bill to company: the bill is posted to city ledger and handled directly by accounts

c) Pay Master: all the bills are posted to the pay master and settled at Front office

- Feedback is received, good and bad. The guest is thoroughly thanked and hoped to be seen again.

1.3.5 SHAWNMAN ULTRA SNC

SnC is a software designed especially for our hotel banquets. A flexible and comprehensive solution for managing banquets, events and functions. S&C is a centralized application that gives a clear visibility into revenues and operations of every single facility in the network. It supports all activities that a popular banquet would need, beginning from Form Reservation to Settlement.

FEATURE INCLUDE:

- Web based Application
- Multi Property Concept in single screen.
- Diary in which user can take reservation for any date / time range for single / multiple areas.
- Concept of Multiple Sessions where user can take multiple bookings in different timeslots on same date, same area and same reservation.
- Can take reservation for Company or Individuals

- Easy rescheduling of the reservations for date / area.
- Cancellation / Reinstate of any reservation.
- Different views of Diary like Normal view / Day Area / Weekend View / Cancel View.
- Temporary Blocking / Unblocking of any Area. Colour coded to show the same.
- Reservation status is displayed on Diary, for e.g. Bill is Made, FP Generated, and Amended.
- Reports of Blocking made, cancelled, amended, FPs can be pulled at any given time.

2 TASKS HANDLED

2.1 SECTIONS WORKED IN:

Sales Department:

Catering Sales Intern, errands,

2.2 WORKING SCHEDULE:

From 0900 hrs to 1800 hrs with 6 offs in a month. Although in several occasions I had to remain back an hour or two in case I was needed or had a task that was yet to be completed.

2.3 MY RESPONSIBILITIES:

As a trainee I tried to learn as much as possible as fast as possible. This helped me gain the teams trust and they assigned me with various tasks a trainee would ideally not be allowed to do.

Below is a list of tasks done by me.

1. Sent proposals

A quotation is a document a Taj provides to its guests (Wedding/corporate) to offer services for a stated price under specific conditions.

2. Reverted to Emails

Emails replying to guest requirements, internal staff, HR based mail, sending emails for financial details to the accounts team.

3. Headed recces

Took guests, vendors, new staff & school children on a show around of the hotel

4. Made Contracts and Proforma Invoices

Making of agreements and invoices that have to be sent to the guests

5. Took care of Files

Sorted and organized a very messy file storage which had important contracts in a systematic manner from the start to the end of every financial year

6. Updated the Tracker

Every Sales Executive & Sales Manager has a tracker in a shared Excel file. A tracker tracks tentative & confirmed blockings so no double blockings are made.

7. Learnt Excel thoroughly

Excel is used in TRCC and I was taught a lot of different ways to use and dd calculations.

8. Learnt SnC and made Blockings, FPs, Amendments etc

The system used in Taj I had access to make blockings, FPs, check for availability.

9. Made Group Notes

- Headed PreCons
- Attended Vendor Briefings and Billings
- As I was training for 6 months, I was put in charge of all the trainees that came after me.
- Made marketing presentations for 2 potential new openings in the Hotel.
- Wrote several pieces of content

In addition to Sales and marketing tasks I also helped out other departments

- ✓ Took college and school students on a show around of the hotel
- ✓ Assisted L&D with activities like Ladies Make Up Event, Interns Welcome Program
- ✓ Ushered guests to their rooms or wherever they needed assistance.

Helped with playing videos for a firm



August 7th, 2023

To Whomsoever It May Concern

This is to clarify that **Mr. Shawn Pais**, student of Goa University has successfully completed his Industrial Exposure Training in the Sales Department from 1st June to 31st August 2023.

We wish him all the best in his future endeavours

For Goana Foods

A handwritten signature in blue ink, which appears to read "Feroz Khot". The signature is written in a cursive style with a long horizontal stroke extending to the right.

Feroz Khot

Sales Manager

ACKNOWLEDGEMENT

I would like to express my deepest appreciation to everyone who guided me through my internship and helped me complete this report. Special gratitude to our coordinator Mr. KGS Narayan and the entire IMBA Faculty.

Furthermore, I would like to thank the Management of Goana Foods for giving me the opportunity to intern in their factory. I would also like to give a special thanks to Mr. Alcino Francisco Cyd Pais the owner of Goana Foods and Mr. Feroz Khot the Sales Manager of Goana Foods, for their continuous guidance and support and for providing me with all the required material and information to complete this report. A special thanks to the entire Sales Staff for the constant support and corroboration I have received in helping me successfully complete this Internship. I'm thankful beyond words for the exposure and encouragement that I have received in this course of three months.

3. GOANA FOODS

3.1 BIRDS EYE VIEW

Goana Foods was founded in 1990 by Mr. Cyd Pais. He started Goana Foods with only a single product “Coconut Vinegar” . After gaining a bit of recognition he introduced many more masalas & pickles.

Now Goana Foods, a prominent player in the pickle industry of Goa, is renowned for its exceptional masalas that add a burst of authentic Flavors to dishes. altered in the scenic state of Goa, India, Goana Foods has carved a niche for itself by offering a diverse range of premium-quality spice blends that cater to the palates of food enthusiasts worldwide. Goana Foods not only sells their products in Goa but also export to countries like USA, Canada, Australia, United Kingdom etc

Founded with a passion for preserving and sharing the rich culinary heritage of Goa, Goana Foods embarked on its journey to deliver masalas that encapsulate the essence of traditional Goan cuisine. With a strong commitment to quality, authenticity, and

innovation, the company has quickly risen to become a leader in the masala manufacturing sector.

3.2 PRODUCTS SOLD BY GOANA FOODS

1. SYNTHETIC VINEGAR 700 ML
2. RECHEADO MASALA 200g
3. CAFREAL MASALA 200g
4. COCONUT VINEGAR 700ML
5. XACUTI MASALA 200g
6. PRAWN BALCHAO 200g
7. VINDALOO PASTE 200g
8. BOMBAY DUCK PICKLE 200g
9. TENDLIM PICKLE 200g
10. CHICKEN ROAST MASALA 200g
11. TIGER PRAWNS BALCHAO 200g
12. PRAWN MOLHO 200g
13. RASPBERRY SYRUP 700ML
14. MACKEREL PARA 200g
15. SORPOTEL PASTE 200g

16. MACKEREL MOLHO 200g

17. ANDOORI MASALA PASTE 200g

18. BRINJAL PICKLE 200g

GOANA FOODS ERP™

Goana Foods ERP™ is a custom-built enterprise resource planning software designed for our manufacturing company. It's a comprehensive solution for managing the manufacturing process, sales, employee data etc. The main dashboard gives a clear view of monthly sales, routes allotted to Sales Officers, reminders for employees, notices, debtors & creditors list, outlet monitoring , orders from Amazon, quality control checks etc.

FEATURE INCLUDE:

- Web based Application
- Enterprise Resource Planning in single screen.
- Reminders can be placed
- Housekeeping & Maintenance schedules
- Route creation

- View monthly sales
- Outlet monitoring facility

3.3 SECTIONS WITHIN THE ORGINAZATION

The Goana Foods sales staff is led by the Sales Manager Mr. Khot. The Sales Manager has 10 Sales Officers under him working through different routes all over Goa.

Goana Foods uses its own custom software for the whole factory which includes everything from manufacturing to sales.

Here are a few images of the software:

Sales Officers: Their duties include going to sales trips on dedicated routes, placing orders from retail outlets, finding new and upcoming retail outlets, convincing retail outlets for a sale.

Here at Goana Foods we always look out for ways of creative innovation. Every Sales Officer has this software installed in their smartphones. This software is a major continence for the Sales Officer, retailers and distributors. This software accomplishes a wide variety of tasks that include; showcasing a pricelist, placing orders, finding out

stock that is readily available, goods that are out of stock, fast moving products, new outlet creation, sales revenue made of the day/month.

Once an order is placed Goana Foods has distributors that deliver these products to these retail stores. This is accomplished by their dynamic pricing strategy of having separate pricelists for Exporters, Distributors & Retailers. On an average a distributor earns 8% to 10% of profits from Goana Foods.

Goana Foods gets on an average 40% of its yearly sales from exports. In the current scenario a fixed number of exporters have been appointed to export Goana Foods to countries like The United States of America, Canada, United Kingdom, Australia.

3.4

ACHIEVING A SALE

1. ROUTE

- Routes are assigned by the Sales Manager for the Sales Officers. The Sales Officer rides their motor bike to their designated routes in search of outlets where he has to book in orders.

2. LOCATING OUTLETS

- The Sales Officer may go to his existing outlet to book a reorder but has to also keep a look out for upcoming outlets.

3. RETAINING OUTLETS

- Goana Foods believes in customer satisfaction. Having exceptional customer satisfaction is key to retaining existing customers. The same applies for our retailers. The Sales Officers are trained to be kind, help in

replacement/ exchange etc. This ensures a good relationship between the company and the outlet.

4. BOOKING ORDERS

- The Sales Manager introduces himself and may tell them a brief about Goana Foods (If the outlet is new or if a new product is launched). If the outlet already exists in the software, it enables us to see they' re past orders, so that we could rebook them, change quantities, & add another product if they require.

4. TASKS HANDLED

4.1 SECTIONS WORKED IN:

- Sales Department:
- Sales intern,

4.2 WORKING SCHEDULE:

From 0900 hrs to 1730 hrs with 4 offs in a month.

4.3 MY RESPONSIBILITIES:

As a trainee I tried to learn as much as possible as fast as possible. This helped me gain the teams trust and they assigned me with various tasks a trainee would ideally not be allowed to do.

Below is a list of tasks done by me.

1. Went on Sales Routes:

- Going to a designated route along with a Sales Officer.

2. Visited different outlets

- Visited many outlets and new outlets to introduce the products we offer and to make a sale

3. Placed orders:

- Placed orders using the Goana Foods ERP

4. Upsold products to outlets
- Sold new products to outlets

4.4 RELATIONSHIP OF THE TASK WITH THE COURSE YOU STUDIED IN THE CLASSROOM

- 5 During my sales internship, I was pleasantly surprised to discover how closely aligned the tasks and responsibilities I was assigned were with the coursework I had pursued during my time at college. My college Goa Business School equipped me with a strong foundation in various essential areas, and this internship provided the perfect opportunity to put that knowledge into practical use.
- 6 First and foremost, my coursework in business management was in understanding consumer behaviour and market dynamics. This knowledge proved invaluable when I had to identify potential leads, tailor my sales pitches, and anticipate customer needs during the internship at both Taj Resort & Convention Centre and Goana Foods.
- 7 Additionally, my classes in Critical Thinking provided me with a comprehensive understanding of Creativity & why it is essential to use tools like a pro/con list etc, which I applied when managing client tabs and negotiating deals.

8 Moreover, my college coursework of Written & verbal communication fostered strong communication and interpersonal skills, which are pivotal in sales.

Whether it was crafting persuasive sales pitches, conducting client meetings, or resolving customer inquiries, I found that my ability to articulate ideas and build rapport was crucial in establishing trust and closing deals.

9 In summary, my sales internship not only provided valuable real-world experience but also reinforced the relevance and applicability of the courses I studied in college. The theoretical knowledge I gained during my college years seamlessly integrated with the practical skills I developed during my internship, ultimately enhancing my ability to excel in the sales domain. This alignment between my academic background and internship experience has not only enriched my education but has also set a strong foundation for a promising career in sales.

5. LEARNINGS

5.1 WHAT DID I LEARN FROM THE PRACTICAL EXPOSURE?

In both Goana Foods and Taj Resort & Convention Centre my sales internship was a transformative experience that enriched my professional skill set and provided invaluable insights into the world of sales and business. Here are some key takeaways from this enriching journey:

1. Effective Communication Skills:

The internship reinforced the critical importance of clear and effective communication in sales. I learned how to tailor my communication style to different clients and situations, whether it was through persuasive pitches, written proposals, or active listening during client meetings.

2. Relationship Building:

Building and nurturing client relationships was a central aspect of my internship may it be with a guest, vendor, distributor etc. I discovered that trust and rapport are the cornerstones of successful sales. By genuinely understanding and addressing client needs, I was able to foster long-lasting partnerships.

3. Sales Techniques and Strategies:

I had the opportunity to apply various sales techniques and strategies which I acquired from college in real-world scenarios. From consultative selling to solution-based selling, I gained hands-on experience.

4. Time Management:

Sales is a fast-paced field, and time management is crucial. At Goana Foods allocating my time and planning on my routes was crucial in order for me to maximize my outlet visit. I honed my ability to prioritize tasks, set goals, and

meet deadlines. This skill was instrumental in managing multiple client accounts effectively.

5. Handling Rejections:

Rejections are an inevitable part of sales. My internship taught me not to be disheartened by them but instead to view them as opportunities for growth. I developed resilience and learned to bounce back quickly after setbacks.

6. Negotiation Skills: Negotiation is an art, and I had the chance to refine my negotiation skills during my internship. I learned how to strike win-win deals that satisfied both our clients and our company's objectives especially while talking to guests and vendors in Taj Resort & Convention Centre.

7. Teamwork:

Sales is rarely a solo endeavour. I discovered the power of collaboration within the sales team and with other departments like marketing and customer support. Effective teamwork can lead to better client outcomes.

5.2 WHAT I'VE LEARNT ABOUT MYSELF

My experience as an intern in the field of sales has been more than just a professional learning journey; it's been a profound exploration of my own capabilities, strengths, and areas for personal growth. Here's what I've learned about myself during my sales internship in both Goana Foods and Taj Resort & Convention Centre.

1. Resilience:

I discovered a level of resilience within me that I hadn't fully recognized before. Sales often comes with rejection, setbacks, and challenges, and I've learned that I have the ability to bounce back, stay motivated, and remain focused on my goals even in the face of adversity.

2. Empathy and Active Listening:

Building relationships with clients requires empathy and active listening skills. During my internship, I found that I have a natural inclination toward understanding others' perspectives and concerns, allowing me to connect with clients on a deeper level.

3. Problem-Solving Aptitude:

Sales frequently presents complex problems that need innovative solutions. I've learned that I possess strong problem-solving abilities, and I'm often motivated by finding creative ways to overcome obstacles and meet client needs.

4. Effective Communication:

Communication is at the core of sales, and I've developed exceptional communication skills. I've learned how to articulate ideas clearly, build

rapport with clients, and convey the value of our products or services persuasively.

5. Leadership Potential:

As I worked closely with team members, I noticed that I have leadership potential. I've found joy in guiding and motivating others, contributing to the success of our team and fostering a collaborative environment.

6. Celebrating Success: I've learned the importance of celebrating both small and significant victories. Acknowledging achievements, no matter how incremental, has helped me maintain motivation and a positive outlook.

7. Teamwork:

Resilience in the Face of Rejection: Sales has taught me the art of resilience. I've learned not to be disheartened by rejection but to view it as an opportunity for growth. Each "no" is a step closer to a "yes," and this mindset has made me more tenacious in pursuing my goals, not just in sales but in life.

8. Responsible Ownership:

Owning up to my responsibilities in sales has been enlightening. I've learned that taking ownership of my clients' needs and concerns is not just a job requirement but a reflection of my personal integrity. This has instilled a sense of responsibility in all aspects of my life.

9. Effective Time Management:

Sales often demands juggling multiple tasks and priorities. I've honed my time management skills, becoming adept at prioritizing and meeting deadlines. This skill has proven beneficial not only in my career but in managing my personal life as well.

10. Embracing Feedback:

Constructive feedback is a gift that helps us grow. I've developed a genuine appreciation for feedback and actively seek it out to continually improve and refine my skills.

6. CHALLENGES

6.1 ACTIVITIES I WAS UNAWARE OF

During my sales internship, I encountered several challenging activities that I was initially unaware of but ultimately proved to be valuable learning experiences. These activities pushed me out of my comfort zone and helped me grow both personally and professionally. Here are some of the challenging activities I faced but managed to be good at it if not perfect after:

1. Cold Calling:

Cold calling involves reaching out to potential clients who have had no prior interaction with your company. It can be daunting, as you need to capture their interest and build rapport quickly. This activity taught me the importance of effective communication and persistence.

2. Objection Handling:

Addressing objections from clients can be challenging, especially when they express doubts or concerns about your product or service.

Learning to handle objections gracefully while still conveying value was a valuable skill I developed.

3. Negotiation:

Negotiating deals with clients requires a delicate balance between meeting their demands and ensuring the company's interests.

Negotiation skills are vital in sales and often require creative problem-solving.

4. Time Management: Sales often involves managing multiple leads, clients, and tasks simultaneously. Learning to prioritize effectively and

manage time efficiently is a skill that I had to develop quickly during my internship.

5. Handling Rejections: Rejections are a part of sales, and learning not to take them personally can be challenging. Instead, I had to view them as opportunities for improvement and learning.
6. Adapting to New Technologies: Embracing and adapting to new sales technologies and tools can be challenging, especially if you are not tech-savvy. However, staying up-to-date with these tools is crucial in modern sales.

6.2

MEETING DEADLINES

Meeting deadlines in a sales internship can be particularly challenging due to the dynamic nature of the role. Here are some of the common challenges faced when trying to meet deadlines in a sales internship:

1. Target Pressure:

Sales targets are a constant pressure. Meeting quotas and achieving sales goals can be stressful, but it has taught me to thrive under pressure, stay focused on objectives, and manage my time effectively to reach targets.

2. Handling Difficult Clients:

Dealing with difficult clients can be challenging. It calls for exceptional communication and conflict-resolution skills. Learning to remain patient, empathetic, and professional when faced with challenging clients has been a significant growth area for me.

3. Product Knowledge:

Keeping up with an ever-evolving product or service portfolio can be daunting. Considering the fact that Goana Foods has a wide range of products it was necessary to know each one. Sales professionals must continuously update their product knowledge to effectively communicate the value of offerings to clients.

4. Technology and Tools:

Embracing and mastering sales technology and tools is essential in today's digital age. Adapting to Taj Resort & Convention Centres software was tricky. Systems, sales software, and automation tools can be challenging but is necessary to stay competitive.

5. Client Relationship Building:

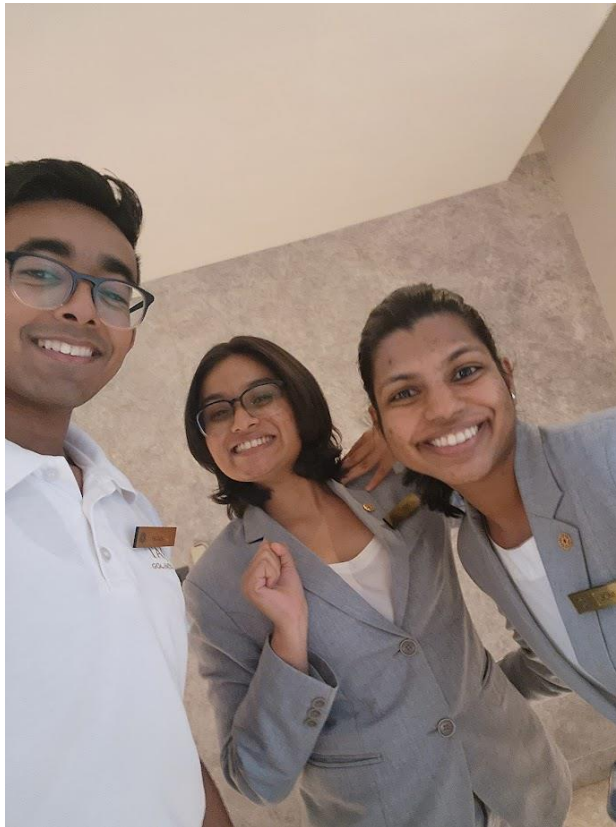
Building and maintaining long-lasting client relationships is critical.

The challenge lies in ensuring clients feel valued and appreciated even after the sale is closed. This requires consistent communication and follow-up.

7. APPENDICES

I. APPENDIX I

I genuinely didn't have many great photos to post, maybe I was too dedicated to my work. But here are a few pictures I managed to click with company permission.



The one wearing a white shirt is me (Shawn Pais). That is Ms. Jade Fernandes & Ms. Jonesca Fernandes on the left and right respectively. They both are Sales Executives

and are excellent in their respective fields. I was training under them for the majority of my internship.



This is a picture I personally clicked on my phone. This marks a personal achievement of mine as the L&D Manager chose me as an intern to show the hotel to these children from a school along with their teachers. I showed them 4 various rooms, Cascade (The place they' re at in the picture), Roof top, Assembleia & the

boardrooms. We also organized a few snacks and drinks for them the picture is added below.

