



INTERNSHIP REPORT

SAMSUNG SMART CAFE



SUBMITTED TO

DEPARTMENT OF MANAGEMENT STUDIES (MBA-INTEGRATED)

GOA BUSINESS SCHOOL

IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION (INTEGRATED: HOSPITALITY, TRAVEL
AND TOURISM)

BY

(SOHAIL SHAIKH)

(1827)

NOVEMBER 2023

OFFER LETTER



APPOINTMENT LETTER

Dated: 1st June , 2023

Dear Sohail,

It was a pleasure speaking to you. We would like to inform you that you have been selected for the position of **Sales Executive** at **Fone Solutions Samsung Smart cafe** beginning 6th June 2023. There will be 60 days of the paid training & probation period in which you will be required to do all the research and work with your supervisors/subordinates. The job offer letter shall be provided after completion of your probation period.

Probation:

- a)** You shall be on probation for a period of 2 months from the date of your appointment and unless notified in writing, you will be deemed as "confirmed" on completion of your probation period.
- b)** Your case for permanent absorption in the employment of the Company shall be considered on your satisfactorily completing the probationary period.
- c)** If during, or on the expiry of, the probation period (initial or extended) the Management finds your performance to be unsatisfactory or that you lack the aptitude for the job or that you are not suitable for the job, or the like, your probationary employment would be liable to be terminated, at any time, and without any liability.
- d)** During the probation period, no paid or any other leave will be granted.

We would like to offer INR 25,000 per month salary. This will include your communication and routine travel expenses. Other expenses and incentives will be paid additionally.

Kindly reply with an acceptance to this offer and provide copy of your resignation/relieving letter and two professional references (name, contact number, designation and company) for the reference check purpose. Also, share a copy of your photo ID, salary slip of previous company, bank passbook, address proofs and 2 passport sized photographs.

NOTE: Offer stands cancelled in case of any deviations in information or if you fail to report on or before the date of joining.

If you have any questions or concerns, please do not hesitate to reach out to me.

Sincerely

A handwritten signature in black ink, appearing to read "Shaista Siddiqui", is placed above the printed name.

Shaista Siddiqui

HR Manager

SAMSUNG SMART CAFÉ

INTERNSHIP (COMPLETION) CERTIFICATE



SAMSUNG SMART CAFE

SHOP NO: 1, ATAMARAM COMMERCIAL COMPLEX,
A B ROAD, PANAJI GOA 403001
TEL.: 7972778669 / 8390184456
GSTIN:30EFNPK8070Q1ZS

6th December 2023

CERTIFICATE

This is to certify that **Mr Sohail Shaikh** has successfully completed his internship in **Sales & Promotion Samsung Smart Café (Fone Solution) Panaji**, from **6th June 2023 to 5th December 2023**. During this tenure, we found him hardworking and sincere and his performance was outstanding in all terms.

We wish him all the very best in his future endeavours.

FONE SOLUTIONS


Anup Khandekar
Proprietor

ACKNOWLEDGEMENTS

First of all I would like to thank God for blessing me with the opportunity of doing what I like which is sales and that too working for a brand like Samsung is dream come true since my childhood I admire this brand and representing it was the best part I am truly grateful to almighty and my entire team I was fortunate enough to have one of the best team . Starting from my Boss Mr.Anup Khandeparkar he is such a gem of a person I was highly motivated at work just looking at him the way he is the insights he shared with me and also gave me flexible working hours he said as long as you meet your daily target I don't have any problem he always motivated while at work and helped me grow as person also helped me understand the business and market .

I would also like to extend my greatest appreciation to my manager Mr.Rahul Naik his tremendous support encouragement and motivation every time has been invaluable to me . During this 6 months of internship I have also collaborated with my colleagues for whom I have great regards, and I wish to extend my warm thanks to all who have helped me with my work .

I would also like to thank all whose direct and indirect support helped me to complete my internship without their support it would not have been possible to all my service staff , distributors , trainers , mentors and to all my customers for being such wonderful beings it was nice serving you I learned a lot from each one of you and have upskilled my knowledge and developed the art of selling .

Furthermore, I would like to express my sincere gratitude to the esteemed faculty members and administrative staff at IMBA Goa Business School, Goa University. Prof K.G Shankaranarayanan, Mr.Edgar Dsouza, Dr. Albino Thomson, Dr. Paresh Lingadkar, Mr. Kevin Dsouza, Mr.Sadanand Gaonkar, Ms.Tahira De Sa and Ms. Sujal Naik . Have all played a major role in imparting my knowledge and skills that have been instrumental in my professional growth.

Lastly I like to thank all the administrative staff, including Ms.Shilpa Shirodkar, Mr.Kishor Nagvekar, Mr. Naresh Salgaonkar, and Mr.Sarvesh Vaigankar, for all the help and support to my academic journey

EXECUTIVE SUMMARY

Samsung, South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.

Tasks Handled

I completed 6 months internship as Sales Executive at Samsung Smart Café fone Solutions from June To November 2023. My role and responsibilities were as follows .

Indoor work

Stock management, Purchase and sales, data entry, daily stock check, filling bills and bank receipts timely.

Outdoor work

Delivery of the product, cash deposit and cheque deposit in bank, visit service centre incase of repairs, contact distributors for stock arrangement and collect it.

Learning

Through this internship I gained valuable experience in

- Customer engagement
- Understanding market
- Sales approaches
- Customer relationship management
- Organization skills
- Managerial skills

Challenges

Some of the challenges faced include

- Stock availability as per customer request
- Service delay by service center
- Keeping up with the monthly target due to no stock availability.

Overcoming these challenges enhanced my adaptability, problem-solving skills and resilience. Overall the internship provided me with hands on experience fulfill my learning goals.

CONTENTS

Chapter	Particulars	Page No
	Offer Letter	I
	Internship (Completion) Certificate	II
	Acknowledgments	III
	Executive Summary	IV
1	Organization / Company	1
	1.1 Birds eye view	1-2
	1.2 Product and services	3-4
	1.3 Selection within the organization	4-6
2	Task handled	7

	2.1 Sales	8
	2.3 Service	9
	2.4 Outdoor work	10
3	Learning	11
4	Challenges	12
	Appendix I : products in store	13-14
	Appendix II : Photos of me at work	15
	Appendix III : Sample of work done	16

CHAPTER 1: ORGANIZATION / COMPANY

1.1 BIRDS-EYE-VIEW

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions.

To strengthen synergies among the diverse businesses and create differentiated products and services, Samsung operates under two core divisions: DX (Device experience), which includes businesses for Visual Display, Digital Appliances, Mobile experience, Networks, and Health & Medical Equipment; and DS (Device Solutions), which consists of Memory, System LSI, and Foundry businesses.

Since Samsung's founding in 1969, the company has followed a clear business philosophy: to devote its talent and technology to creating superior products and services that contribute to a better global society. To achieve this, Samsung sets a high value on its people and technologies.

Samsung is committed to sustainable and responsible business operations. Samsung has committed to achieving net zero emissions enterprise-wide by 2050 and using more renewable energy, and to strategically invest in new sustainable technologies to create a better, healthier planet for all. Samsung is also committed to empowering the next generation to achieve their full potential and pioneer positive social changes under its CSR vision of 'Together for Tomorrow! Enabling People.

Samsung Company Stats

Industry Electronics

Founded = 1938

Headquarters = Suwon-Si

Country/Territory = South Korea

President and CEO = Dr. Kye Hyun Kyung

Samsung – Company Overview, History, Products

Samsung Electronics Co. Ltd. is one of the largest and most popular South Korean multinational conglomerates. Samsung is currently owned by the Samsung Group which is currently headquartered in Samsung town, Seoul, South Korea. Samsung currently employs more than 2,60,000 employees worldwide. The various subsidiaries working under Samsung include

Samsung electronics, Samsung SDS, Samsung engineering, Samsung biologics, Samsung fire and marine insurance, Samsung Life insurance, Samsung heavy industries, Samsung C&T corporation, Samsung SDI, Samsung electro-mechanics, and Cheil Worldwide. Samsung is currently one of the largest business conglomerates with the 8th largest global brand value.

Samsung electronics which is a part of the Samsung Group is one of the largest tech companies for manufacturing consumer electronics and a silicon chip maker. Samsung is the second largest phone manufacturing company in the world. Also, Samsung Heavy Industries is the second largest shipbuilding company in the world along with Samsung engineering

Samsung has diversified itself into multiple business products like consumer electronics, home appliances, chip manufacturing, clothing, medical equipment, and telecommunications. Its various services also include advertising, financial services, information technology, medical services, semiconductors, shipbuilding, hospitality, construction, and advertisements.

Samsung – History & Overview

Samsung was initially founded by Lee Byung Chul in 1938 as a retail company in Daegu city under the name of Mitsubishi Trading Company. It was initially focused on food processing, manufacturing, textiles, insurance, and trade & retail. Later on, Samsung diversified itself into the electronics and IT industry in the 1960s such as Samsung electronics, Samsung Corning, and Samsung semiconductors. Samsung manufactured the first Black and white TV during this time.

By the 1970s, Samsung also entered the shipbuilding, construction, and infrastructure business to diversify its revenue. In 1987, the founder of Samsung Group Lee Byung Chul died which led to the division of Samsung into 5 companies namely – Samsung Group, CJ Group (Food and chemicals), Hansol Group (Paper and Telecommunications), JoongAng Group (media), and Shinsegae Group (departmental stores).

During the 1990s, Samsung focused to invest in the research and development of its products and diversify its business all over the world beginning in the United States by setting up multiple manufacturing plants.

During this time Samsung won multiple contracts for its construction business like Burj Khalifa in the United Arab Emirates, Petronas towers in Malaysia, and Taipei 101 in Taiwan. Samsung also became the world's largest producer and manufacturer of LCD screens, semiconductors, and mobile phones. By 1999, Samsung also started developing gas turbines and aircraft engines for its commercial airline business.

In 2008, Samsung started its Galaxy line of smartphones which changed the game for Samsung. By 2012, Samsung electronics became the world's largest smartphone manufacturing company by beating other companies. In the same year, Samsung had to pay a 1 billion dollar fine to Apple for violating its patents using Apple's smartphone technology. In 2018, Samsung established the world's largest mobile manufacturing industry in Noida, India which was inaugurated by Prime Minister Narendra Modi.

1.2 PRODUCTS / SERVICES

The various products and services of Samsung are as follows:

Consumer electronics – Samsung is one of the largest consumer electronics manufacturing companies which includes air conditioners, mobile phones, semiconductors, refrigerators, monitors, TVs, and AMOLED displays. It is one of the largest sources of revenue for Samsung.

Construction – Samsung is also known for its construction in infrastructure services. Samsung has developed multiple popular skyscraper buildings like Burj Khalifa in the United Arab Emirates, Taipei 101 in Taiwan, and Petronas towers in Malaysia.

Pharmaceutical – Samsung biologics is known for its biopharmaceutical manufacturing of drugs and medicines for curing harmful diseases.

Ship Building – Samsung Heavy Industries is the largest shipbuilding engineering company in South Korea that manufactures container vessels for crude oil and passengers due to which trade takes place in the world.

Insurance – Samsung also provides insurance services for accident vehicles, casualty, fire & marine insurance, and life insurance as well.

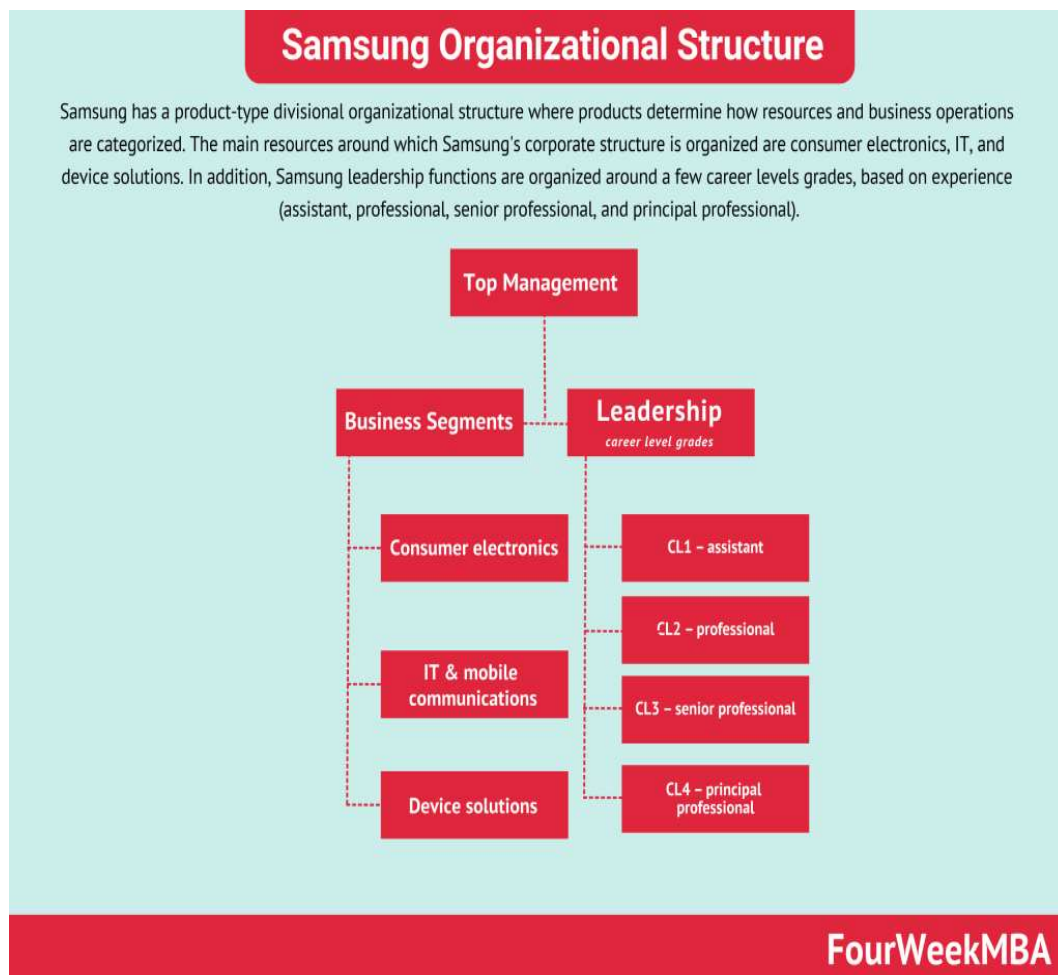
Energy – Samsung SDI is known for the development of energy solutions and products using electrically rechargeable batteries or solar and wind-powered energy systems.

IT Services – Samsung SDS also provides various IT services like consulting, customer care, and outsourcing technical services. It uses artificial intelligence, blockchain, and the internet of things to manage its business.

PRODUCT AND SERVICES IN STORE

1. Mobile phones
2. Tablets
3. Accessories (earphones, chargers , data cable)
4. Galaxy wearables (watches)
5. Repair service
6. Insurance
7. Extended warranty

1.3 SECTIONS WITHIN THE ORGANIZATION



Samsung has a product-type divisional organizational structure where products determine how resources and business operations are categorized. The main resources around which Samsung's corporate structure is organized are consumer electronics, IT, and device solutions. In addition,

Samsung leadership functions are organized around a few career levels grades, based on experience (assistant, professional, senior professional, and principal professional).

Department	Structure	Details	Advantages	Drawbacks
Consumer Electronics	Divisional	<ul style="list-style-type: none"> - Separate divisions for various consumer electronics categories, such as mobile devices, TVs, and home appliances. 	<ul style="list-style-type: none"> - Focused product development and innovation in each category. - Efficient marketing and distribution for consumer products. 	<ul style="list-style-type: none"> - Potential challenges in coordinating efforts across multiple consumer electronics divisions. - Risk of siloed development and competition among internal teams.
Semiconductors	Divisional	<ul style="list-style-type: none"> - Division dedicated to semiconductor manufacturing and sales. 	<ul style="list-style-type: none"> - Specialization in semiconductor technology and production. - Competitive advantage in the semiconductor market. 	<ul style="list-style-type: none"> - Potential difficulties in aligning semiconductor developments with other product divisions. - Risk of internal competition for semiconductor resources.
Displays	Divisional	<ul style="list-style-type: none"> - Division focused on manufacturing display panels for various applications. 	<ul style="list-style-type: none"> - Expertise in display technology and manufacturing. - Efficient supply of display components to various product divisions. 	<ul style="list-style-type: none"> - Challenges in coordinating display technology advancements with product development in other divisions. - Risk of resource conflicts related to display production.

Research and Development	Functional	<ul style="list-style-type: none"> - Functional teams responsible for research and product development. - Functional managers oversee R&D activities. 	<ul style="list-style-type: none"> - Focused innovation and technology development. - Efficient product research and development processes. 	<ul style="list-style-type: none"> - Potential disconnect between R&D efforts and market needs. - Challenges in translating research into market-ready products.
Marketing and Sales	Functional	<ul style="list-style-type: none"> - Functional departments for marketing and sales across product categories. - Functional managers lead these departments. 	<ul style="list-style-type: none"> - Specialization in marketing and sales strategies. - Efficient customer engagement and business growth. 	<ul style="list-style-type: none"> - Potential misalignment between marketing/sales and product development. - Limited agility in responding to market changes.
Corporate Functions	Functional	<ul style="list-style-type: none"> - Functional departments for finance, HR, legal, and IT services. - Functional managers oversee corporate functions. 	<ul style="list-style-type: none"> - Expertise in corporate support services. - Efficient handling of financial, legal, and HR matters. 	<ul style="list-style-type: none"> - Limited integration between corporate functions and product development. - Potential misalignment with operational needs.

IT and Software Development	Matrix	<ul style="list-style-type: none"> - Cross-functional teams with members reporting to both product leaders and functional managers (e.g., IT and software). 	<ul style="list-style-type: none"> - Enhanced collaboration between IT, software, and product development. - Efficient utilization of IT resources. 	<ul style="list-style-type: none"> - Potential conflicts and complexity due to dual reporting structures. - Challenges in resource allocation and decision-making.
------------------------------------	--------	--	---	--

CHAPTER 2: TASKS HANDLED

Indoor work

Stock management

1. Purchase and sales of stock (Data entry)
 2. Daily stock check (Opening stock closing stock)
 3. Filing bills and bank receipts timely
-
- First thing in the morning when we enter store see everything is in place and check for stock availability see what all stock we have of mobile phones and accessories available and depending on customer and store need place order for the same.
 - By the end of the day check up on the closing stock and note the list of products sold for eg. number of mobile phones and other accessories sold make a note of it and write in the register and update the system .
 - After this sort the bills and bank receipts of payment done through card payment of whatever handset or accessories were sold arrange them in proper order and keep them properly arranged in the store folder.

2.1 : SALES

1. Explaining the product to customers according to the budget of the customers
 2. Tell them about and on going offers on the phones
 3. Upselling and cross selling of accessories and services
 4. Data transfer of the customers from old phone to new phone
 5. Help the customers to get used to new handset
 6. Collect cash and card payment carefully
-
- Welcome the customer ask them what are they looking for according to their budget and needs interact with the customers build a bond while talking to the customers show them different ranges of phones and accessories suitable with in their budget .
 - Assist them if they require any other help tell them about the on going offers on phones benefits etc. for example : explain the difference between the different category of phones like built quality , ram , camera , internal storage , 5G / 4G , water resistant , processor , display quality etc. If they are confused help them to make a good choice so that after buying they are happy and satisfied with the product and service provided
 - Try to up sell by suggesting customers to buy a pair of earphones , fast charger , mobile insurance , extended warranty , mobile cases etc. Explain them the benefit of buying this for example : Mobile insurance if a customer take mobile insurance they don't need to pay for any damaged caused to phone with in the period of 1 year everything will be covered under insurance they just have to pay service charge which is minimal. Extended warranty covers spare parts if any parts are gone they can be replaced for free under warranty period .
 - After purchasing process is completed help the customers to transfer their data from their old phone to new phone and than if they need any help in setting up the phone show them how different features of the phone works so that it is easy for them to handle their new device.
 - Collect the cash payment or the card payment carefully and keep in the cash drover and if customer pays by the card collect the payment receipt and keep it in cash drover properly aligned .

2.3 : SERVICE

1. Help customer to get their phone repaired
 2. Tell them the price of the spare parts by confirming in the service center
 3. Get the phone repaired in service center
 4. Deliver phones on special request
-
- When the walk in customer comes in the store with their handsets assist them ask them how may I help you try to understand their problem and accordingly provide solution for the same for example : If customer phone is not functioning properly have a quick look at the device if it can solved do it if not get in touch with service center and get it repaired as soon as possible.
 - If it is damaged get in touch with service center ask them for the cost of particular spare parts and inform the customer then customer will decide if they want to go ahead with repair or no for example : The cost of display is 10000rs than customer feels its too much in that case we offer them additional discount if they want to buy new phone
 - Once the customer decide to repair phone take the phone to the service center and get the phone repaired once the phone is being repaired inform the customer then they will come to collect it or deliver it if requested by the customer.

2.4 Outdoor work

1. Stocks, sales , and services
 2. Some times get the stock from distributors
 3. Cash deposit and cheque deposit in bank
 4. Go to service center alternatively and get repairs done
-
- Sometime when the customers ask for particular phone and it is not there in stock we never say no to our customers we any how arrange the particular phone which customers wants that's how we hold on to our customers and that's when we have to go and collect the stock from the distributors .
 - Whatever cash and pending cheques are remaining deposit it in the bank before the end of the day collect the receipt and keep in the cash drover .
 - Sometimes go to service center deliver the phones that need to be repaired and get the phones which are already repaired and get the work done .

CHAPTER 3: LEARNING

- Through this internship I gained valuable experience in customer engagement how to deal with the customers handling them guiding them right from pre sale to post sale maintaining the relationship between customer and sales person remember customer is god it takes very less time to loose customer but takes month to gain the trust and maintain same customer base and develop and built relationship so that we get repeating customers. If customers comes asking for you know you have done your job or else they would return at same place again it also feels good when customer appreciate our service.
- I also learnt about market target segment flow of market what to target which segment of customers for selling a particular product or service . with this internship I develop various sales approaches in order to do things in proficient manner with that I also developed my organizational and managerial skills so that I can be quick and efficient with my work.
- It also developed my confidence while talking to the customers now after doing this internship I feel good about myself and I like doing what I do best that is sales it was good journey and not the end of my internship I will continue working for Samsung and learn and grow with the company .

CHAPTER 4: CHALLENGES

Some of the challenges faced include

- Stock availability we not used get the stock for example Samsung has online mobile series such as M series and F series when customers used to ask for this particular phones we have say sorry this is not available at the please try online since its an online series we used suggest them substitute series such as A but customers only wanted those particular phone we used not have any other option than to let go of customer it also made us feel bad but we could not do anything since those particular models were available only online .
- Service delay by service center is another major issue I faced as now a days people want everything fast so when you promise customers certain date they used to start calling one day prior some sometimes due to part non availability it used to delay the delivery of the phones but mostly we tried to deliver the phones as soon as possible .
- Keeping up with the monthly target due to no stock availability when phones are new just launch we used to have hard time getting the stock as there are many customers who wants the new phone we not used to have stock in hand which again used result in meeting our daily targets .

APPENDIX I : PRODUCTS IN STORE

Mobile phones



Buds



Tablets



Wearables

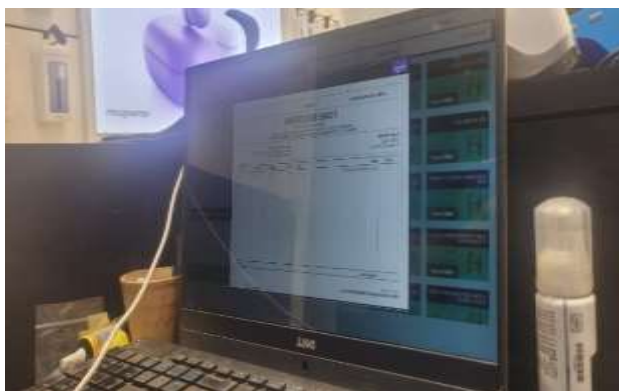
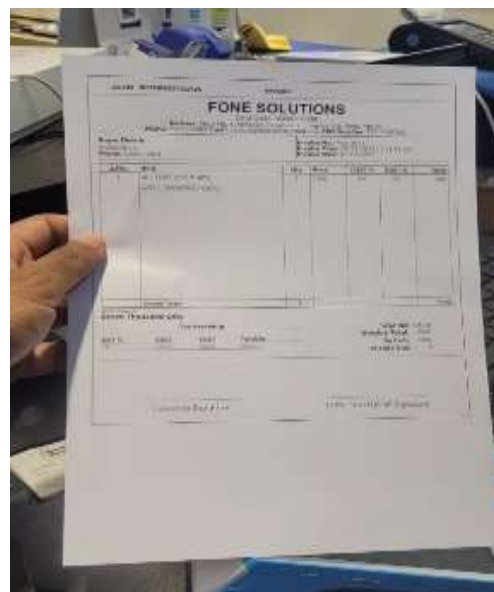




APPENDIX II : PHOTOS OF ME AT WORK



APPENDIX III : SAMPLE OF WORK DONE

BillingData entryRepair



THANK YOU