

Identify Opportunities For Improving Or Innovating Marketing Strategies To Enhance The Promotion And Adoption Of Eco-Friendly Disposable Products

An Internship Report for

Course code and Course Title MGA-652 Internship Report

Credits:- 16 Credits

Submitted in Partial fulfillment of Master's Degree

MBA In Marketing

By

SAISHWAR KHUSHALI GAUNKER

Seat Number:- 22P0280021

PRN:- 201801207

Under The Mentorship of

PROF. M.S Dayanand

Goa Business school

Master Of Business Administration



GOAUNIVERSITY

Date:- May 2024

Examined by:-

Seal of the School/Dept



S.S. INDUSTRIES

Tissue Paper & Ecosoft Products Manufacturer

RGD Off:- Flat No.6 Tip-Top Mention II Dhavali Ponda Goa

Email:- s.s.industries99999@gmail.com Mobile No:- 8830938675

To,
Goa Business School
Taleigao Durgavado
Goa – 403206

Subject: Submission of Registration Certificate of Establishment in lieu of Internship Certificate

Respected Sir/Madam

I am writing to inform you that instead of submitting an internship Certificate, I will be providing the Registration Certificate of Establishment for SS Industries, my startup, as requested.

Attached is the Registration Certificate of Establishment for SS Industries, affirming our company's official registration and operational status.

I believe the practical experience gained through my start up aligns closely with the internship program's objectives. It has provided valuable insights into entrepreneurship, business operations, and sustainable product development.

I appreciate your understanding and support in accepting the Registration Certificate of Establishment instead of the internship Certificate.

Thank you for considering this documentation.

Yours sincerely

Saishwar Gaunker
[Proprietor SS Industries]

F O R M - III
(Under Goa, Daman and Diu Shops and Establishment Rules, 1975)
 (See Rule 5)

Registration Certificate of Establishment

1. Registration Number : LIP/S&E/PON/II/Y2K/2355
2. Name of the Establishment : M/S S.S. INDUSTRIES
3. Postal address of Establishment : 356,DHAVALI, QUELA, PONDA, GOA,
4. Name of the Employer : SAISHWAR KHUSHALI GAUNKER
5. Nature of Business : TISSUE PAPER AND ECOSOFT PRODUCTS
MANUFACTURING

It is hereby certified that **M/S S.S. INDUSTRIES** has been registered as **Shop** on this day **04th July, of 2023**

Renewals

Date of renewal	From	To
1	2	3
-	04-Jul-2023	31-Dec-2023
30-Nov-2023	01-Jan-2024	31-Dec-2028

Note : i) Renewal period of the Registration Certificate is from 1st November to 30th November
 ii) This Certificate shall not bestow any Right of Title



Seal

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Office of the Assistant Labour Commissioner, Ponda

T. G. Kerkar
 LABOUR INSPECTOR
 Office of the Assistant Labour Commissioner, Ponda
 Signed Date 30/11/2023 12:31 PM



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DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, “**Identify Opportunities For Improving Or Innovating Marketing Strategies To Enhance The Promotion And Adoption Of Eco-Friendly Disposable Products**” is based on the results of investigations carried out by me in the Discipline Of Management Studies at the Goa Business School Goa University, under the mentorship of **Prof. M.S Dayanand** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations/experimental or other findings given the internship report/work.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

(Saishwar Khushali Gaunker)

Signature and name of student

Seat Number:- 22P0280021

Date

Place:- Goa University

COMPLETION CERTIFICATE

This is to certify that the internship report **“Identify Opportunities For Improving Or Innovating Marketing Strategies To Enhance The Promotion And Adoption Of Eco-Friendly Disposable Products”** is a bonafide work carried out by **Mr. Saishwar Khushali Gaunker** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master’s of Business Administration** in the Discipline of Management Studies at Goa Business School, Goa University.

Date:-

Prof. M.S Dayanand

Signature And Name Of Mentor

Signature Of Dean Of School/HOD

Date:-

Place:- Goa University

School/Department Stamp

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Executive Summary

S.S. Industries, under the leadership of proprietor Saishwar Khushali Gaunker, is a prominent player in the tissue paper and eco-friendly disposable products market. Founded in 2023, the company has swiftly become synonymous with quality, sustainability, and customer satisfaction. Located in Goa, India, S.S. Industries prides itself on its commitment to innovation and environmental responsibility.

This report delves into the marketing strategies for eco-friendly disposable products, analyzing consumer behavior, market dynamics, and emerging trends. The aim is to provide insights and recommendations for businesses in this sector to enhance their marketing efforts effectively.

The literature review reveals key factors influencing consumer behavior towards environmentally friendly packaging, including attitudes, responsibility, altruism, social norms, and environmental consciousness. While consumers prioritize sustainability, functional aspects of packaging also play a crucial role in decision-making.

Identifying research gaps, this report highlights the need for further exploration into the influence of demographic factors and cultural differences on consumer preferences. Three research questions and corresponding objectives are formulated to address these gaps.

The research methodology employs a mixed-methods approach, integrating quantitative surveys and qualitative interviews. Data analysis will involve descriptive statistics and thematic analysis, with a focus on cultural differences. This report underscores the importance of understanding consumer behavior and tailoring marketing strategies to promote eco-friendly disposable products.

effectively. By leveraging insights from this research, businesses can drive adoption and contribute to a more sustainable future.

Company Profile

S.S. Industries, spearheaded by proprietor Saishwar Khushali Gaunker, stands as a premier manufacturer in the tissue paper and eco-friendly disposable products sector. Established on July 4, 2023, S.S. Industries operates from its headquarters at 356 Dhavali Quela, Ponda, Goa, India. Our core values revolve around sustainability, innovation, and unparalleled customer satisfaction.



At S.S. Industries, our commitment to excellence is reflected in our personalized service, tailored solutions, and responsible sourcing practices. Under the guidance of Saishwar Khushali Gaunker, we continuously strive for innovation, aiming to

improve our products and services while maintaining our dedication to sustainability.

Vision:-

Our vision at S.S. Industries is to lead the tissue paper and eco-friendly disposable products industry, pioneering a sustainable future through innovative solutions that enrich lives while preserving the planet.

Mission:-

Driven by a commitment to excellence, sustainability, and customer satisfaction, our mission at S.S. Industries is to revolutionize the industry with premium-quality, eco-friendly products.

Birds Eye View

S.S. Industries, led by Saishwar Khushali Gaunker, is a big name in making tissue paper and eco-friendly products. Started in 2023 in Goa, India, our company is known for its good quality, new ideas, and making customers happy.

We want to be leaders in making eco-friendly products that don't harm the environment and make our customers happy. Our goal is to do things well, be eco-friendly, and make sure our customers are always happy.

S.S. Industries makes tissue paper and eco-friendly products for many types of customers like shops, restaurants, and salons. Our products are made with care, using new technology to be strong, reliable, and good for the environment.

Saishwar Khushali Gaunker manages everything from making products to selling and taking care of customers.

Products and Services

At S.S. Industries, we create a variety of tissue paper and eco-friendly products to meet the needs of different businesses. Our range includes:

- **Tissue Paper Napkins:** For cleaning and wiping.
- **Paper Towels:** Handy for spills and cleaning.
- **Toilet Tissue:** Essential for personal hygiene.
- **Facial Tissues:** Soft and gentle for the face.
- **Eco-friendly Disposable Paper Plates:** Convenient for serving food.
- **Eco-friendly Disposable Paper Cups:** Ideal for beverages.
- **Eco-friendly Disposable Containers:** Perfect for takeaway meals.

We specialize in making products that are good for the environment and easy to use. Our aim is to provide high-quality solutions that make life easier for our customers while being gentle on the planet.



Sections Within the Organization

As the sole proprietor and founder of SS Industries, and given its status as a new startup, all aspects of the business, including product development, manufacturing, quality control, marketing, sales, customer experience, digital marketing, creative design, administration, and finance, are managed and overseen personally.

SWOT

Strengths:

1. High-quality products: Our tissue paper and eco-friendly products are known for their quality and reliability.
2. Sustainable practices: We prioritize eco-friendly manufacturing processes and responsible sourcing of raw materials.

3. Customer satisfaction: We offer personalized service and tailored solutions to meet the unique needs of each client.
4. Innovation: Constantly seeking new ways to improve products and services under the guidance of Saishwar Khushali Gaunker.
5. Strong leadership: Led by proprietor Saishwar Khushali Gaunker, who brings expertise and vision to the company.

Weaknesses:

1. Limited market presence: As a relatively new startup, our brand recognition may be lower compared to established competitors.
2. Resource constraints: Limited resources may restrict our ability to invest in marketing and expansion initiatives.
3. Dependency on founder: Overreliance on the founder for decision-making and operational oversight may pose a risk to scalability.
4. Narrow product range: Our product range may be limited compared to larger competitors, potentially limiting market reach.

Opportunities:

1. Growing demand for eco-friendly products: Increasing environmental awareness presents opportunities for expanding our customer base.
2. Diversification: Exploring new product lines or expanding into related markets could drive growth and revenue.
3. Online sales channels: Leveraging e-commerce platforms can broaden our reach and accessibility to customers.

4. Strategic partnerships: Collaborating with other businesses or organizations can enhance brand visibility and market presence.

Threats:

1. Competitive market: Facing competition from established players with larger market shares and resources.
2. Regulatory changes: Changes in environmental regulations or trade policies may impact manufacturing processes and costs.
3. Economic factors: Economic downturns or fluctuations in raw material prices could affect profitability.
4. Supply chain disruptions: Dependence on suppliers for raw materials may expose us to risks such as shortages or price volatility.

Summary of the Research Part

Research Summary

In response to the growing demand for eco-friendly disposable products, particularly in the context of shifting consumer preferences and environmental concerns, this research aims to explore innovative marketing strategies tailored specifically to promote such products. The research focuses on identifying opportunities for enhancing marketing efforts to effectively communicate the value proposition of eco-friendly disposable products to consumers.

Literature Review: The literature review synthesizes findings from various studies conducted between 1994 and 2019, shedding light on the predictors of

consumer behavior towards environmentally friendly packaging. Theoretical perspectives such as attitudinal, responsible, altruistic, sociological, and pro-environmental consciousness are explored, revealing insights into consumer attitudes, preferences, and decision-making processes. Key findings underscore the importance of environmental awareness, attitudes, functionality, and demographic factors in shaping consumer behavior towards eco-friendly packaging.

Research Gap: Despite the existing body of literature, significant research gaps remain regarding the influence of demographic factors and cultural differences on consumer preferences for eco-friendly packaging. The research aims to address these gaps by examining the interplay between demographic variables, consumer attitudes, and purchasing behavior across diverse cultural contexts.

Research Questions:

1. How do demographic factors influence consumers' preferences for eco-friendly packaging?
2. What is the relationship between consumer attitudes towards sustainability and purchasing behavior regarding eco-friendly products?
3. How do cultural differences impact consumer perceptions and behaviors towards eco-friendly packaging?

Research Objectives:

1. Investigate the influence of demographic variables on consumer preferences for eco-friendly packaging.
2. Examine the relationship between consumer attitudes towards sustainability and purchasing behavior.

3. Explore cultural differences in consumer perceptions and behaviors towards eco-friendly packaging.
4. Identify strategies for promoting eco-friendly packaging choices among consumers in diverse cultural contexts.

Research Methodology: The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data on consumer preferences, attitudes, and behaviors towards eco-friendly packaging. Data analysis involves descriptive statistical techniques and thematic analysis to identify patterns and relationships within the data. Comparative analysis across different cultural contexts will be conducted to examine cultural differences.

Tasks Handled

Running the tissue paper machine, buying materials needed for production, and selling our products were my main responsibilities as the business owner. I did everything because I was in charge.

1. **Operating the Machine:** Making sure the tissue paper machine worked well to produce our products.
2. **Getting Raw Materials:** Finding and buying materials like pulp and chemicals that we needed to make tissue paper.
3. **Sales and Deliveries:** Finding people who wanted to buy our tissue paper, making deals with them, and making sure they got their orders on time.

4. **Keeping Track of Supplies:** Making sure we always had enough materials to make tissue paper and to sell.
5. **Checking Quality:** Making sure our tissue paper was good quality and met the standards customers expected.
6. **Taking Care of Customers:** Talking to customers, solving any problems they had, and making sure they were happy with our products and service.
7. **Office Work:** Doing paperwork like keeping track of money coming in and going out, sending bills, and making sure we followed all the rules.

As the boss, I did all these jobs myself to keep the business running smoothly.

Learnings

Running my own business taught me a lot about how to manage a company and be successful in business. Here are some important things I learned:

1. **Problem-Solving:** I learned how to solve problems quickly and find solutions to challenges that came up, whether it was fixing a machine or dealing with a difficult customer.
2. **Time Management:** Managing my time efficiently was crucial. I had to balance different tasks like production, sales, and paperwork to make sure everything got done on time.

3. **Customer Service:** Taking care of customers was essential for keeping them happy and coming back. I learned how to listen to their needs and provide excellent service.
4. **Quality Control:** Maintaining high-quality products was important for building trust with customers. I learned how to check the quality of our tissue paper and make sure it met our standards.
5. **Financial Management:** Keeping track of finances was key to running a successful business. I learned how to manage money, track expenses, and make smart financial decisions.
6. **Adaptability:** The business world is always changing, so I had to be adaptable and willing to try new things. I learned how to adapt to different situations and find creative solutions.
7. **Leadership:** As the business owner, I had to lead by example and inspire my team to do their best work. I learned how to motivate and support my employees to help the business succeed.

Overall, running my own business was a valuable learning experience that taught me important skills I can use in any future endeavor.

Challenges

Running my own business while pursuing my MBA posed additional challenges beyond the usual entrepreneurial hurdles. Here are some of the key obstacles I encountered:

1. **Financial Constraints:** Securing funding for the business was particularly difficult because, as a student, I faced limitations in accessing loans or financial assistance. Despite efforts to obtain a loan from the Entrepreneurship Development Cell (EDC), I was unable to secure funding until after completing my MBA.
2. **Space Limitations:** Operating a business while studying meant I had to navigate the constraints of limited space. Finding suitable premises for manufacturing and storage was a challenge, often requiring creative solutions to optimize the use of available space.
3. **Time Management:** Balancing the demands of business operations with academic responsibilities required effective time management skills. Juggling coursework, exams, and business tasks demanded careful planning and prioritization to ensure both areas received adequate attention.
4. **Credit Requests:** Managing cash flow was further complicated by requests for credit from suppliers and clients. Negotiating payment terms while maintaining positive relationships with stakeholders required diplomacy and financial acumen.

Despite these significant challenges, I persevered, leveraging my determination and resourcefulness to overcome obstacles and drive the success of my business venture.

Suggestions (Based on Learnings)

Based on my experience in the entrepreneurial landscape, I recommend the following strategies for enhancing business growth:

1. **Diversify Product Range:** Expand your product offerings to include a comprehensive range of eco-friendly products at competitive prices. By catering to diverse customer needs and preferences, you can position your business as a one-stop solution provider.
2. **Streamline Manufacturing Processes:** Continuously optimize manufacturing processes to improve efficiency and reduce costs. Implement lean manufacturing principles and invest in technology to enhance productivity while maintaining product quality.
3. **Strengthen Supply Chain Management:** Build robust relationships with suppliers to ensure reliable access to raw materials at favorable rates. Explore opportunities for bulk purchasing and negotiate favorable terms to minimize procurement costs.
4. **Enhance Distribution Channels:** Develop an efficient distribution network to reach a wider customer base and streamline product delivery. Invest in logistics infrastructure and explore partnerships with distributors to expand market reach.
5. **Emphasize Cost-Effectiveness:** Focus on offering eco-friendly products at competitive prices to attract price-conscious customers. Implement cost-saving measures without compromising on product quality to maintain profitability.

6. **Customer-Centric Approach:** Prioritize customer satisfaction by offering exceptional service and addressing customer needs promptly. Gather feedback regularly to understand customer preferences and tailor your offerings accordingly.

By adopting these proactive strategies, you can position your business for sustained growth and competitiveness in the market while fulfilling your commitment to environmental sustainability.

References

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2. (Baraskova 2010)
3. (van Herpen, Fischer, and van Trijp 2015; Santamaria, Escobar-Tello, and Ross 2016)
4. (Campion et al. 2015)
5. (Kumar Jain, Dutt, and Jain 2022)
6. (Loizou, Michailidis, and Chatzitheodoridis 2013)
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