



SUMMER INTERNSHIP REPORT

AT



COSME MATIAS MENEZES PVT.

Submitted in Partial Fulfilment of the Requirements

For the award of Degree of

Master of Business Administration (MBA – General)

Batch 2021-2023

Anson Joseph Dias

Roll No: 2114

P.R. No: 201700553

DECLARATION

I, Anson Joseph Dias hereby declare that this Summer Internship Report has been prepared by me during the Academic Year 2021-2022 in partial fulfilment of the requirements for the award of Degree in Master of Business Administration from Goa Business School, Goa University, Taleigao – Goa.

I also declare that this Summer Internship Report has not been submitted to any other University for the award of any Degree or Diploma earlier and is the result of my own efforts during my 8 weeks Summer Internship at Cosme Matias Menezes Pvt Ltd.

Anson Joseph Dias

Roll No: 2114

Part-1 MBA

Date: 13/07/2022

Place: Panaji - Goa

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those people who have some way or the other helped me during my 8 weeks of Summer Internship at Cosme Matias Menezes Pvt Ltd.

First of all, I would like to thank the Dean of Goa Business School, Prof. MS Dayanand and Programme Director of the Management Discipline, Prof. Nilesh Borde for giving us this opportunity as part of our curriculum to gain some vital industrial experience.

I would also like to mention a word of appreciation to our Class Coordinator, Ms. Priyanka Naik and our Group Mentor, Ms. Teja Khandolkar for all their guidance which helped us during the internship as well as in preparation of this report.

In a special way, I would like to express my gratitude to the Sr HR Manager, Mr. Pratap Gawade, Asst. Accounts Manager, Mr. Sagar Dhokare and Commercial Executive, Mr. Cyrus Rodrigues and all the staff at the CMM Group for giving me valuable learnings in spite of their busy schedules at work.

And last, but not the least, I would like to thank Almighty God for his graces and my family and friends for all their support during the internship.



Established 1910

COSME MATIAS MENEZES PVT. LTD.

(U24231GA1965PTC000039)

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CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Dias Anson Joseph**, a student of Goa Business School, (Goa University) has successfully completed 8 Weeks (from 16/05/2022 to 08/07/2022) of internship placement at **Cosme Matias Menezes Pvt Ltd.**

During his internship programme, we found him to be very sincere, confident, and hard working.

We wish him all the best for his future endeavours.

For **Cosme Matias Menezes Pvt. Ltd.**

Pratap Gawade
Sr.Manager HR

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EXECUTIVE SUMMARY



COSME MATIAS MENEZES PVT.

This report has been prepared based on my eight weeks of Summer Internship from 16th May 2022 up to 8th July 2022 at Cosme Matias Menezes Pvt Ltd (Head Office) located at Vaddy-Merces, Goa.

The company was established in Goa in the year 1910 and has grown into various sectors over the years. Currently, the company has businesses operating in different sectors such as Logistics, Distribution, Manufacturing and Retail to name a few. It operates through wholly owned companies or Joint Ventures and has brands like Oona, Cremeux, Kem, Arena and many more.

The Summer Internship was a great learning experience for me as I got a practical understanding about the functioning of the corporate world through various functional departments and at different managerial levels. The 8 weeks spent at the CMM Group have given me some much needed first time work experience.

Through this report I aim on explaining about the various businesses that the CMM Group owns in different sectors and study the operations in each of the departments. I will also conduct an analysis of internal and external forces that affect a business and most importantly share my valuable learnings and apply the concepts learnt in class and relate them to the day-to-day operations at the CMM Group.

Along with grasping as much of knowledge and information that I could, I also contributed to the company by undertaking a project at the CMM Group and also gave them some feedback from the perspective of an MBA student.

PROFILE OF THE COMPANY



Cosme Matias Menezes Pvt Ltd. Was established in the year 1910 and named after its founder, the Late Cosme Matias Menezes. It first began as a pharmacy store in the capital city of Panjim during the Portuguese rule of Goa. The pharmacy branched out its outlets in other Goan cities as well. The company then became one of the biggest importers in Goa for brands like Ciba, Johnson & Johnson, Sandoz and many more.

Post Liberation, the company began diversifying its business into other sectors as well such as manufacturing and logistics by entering into agreements and forming Joint Ventures with leading Multinational Companies such as Beiersdorf (Hansaplast-Bandaid), Carter Wallace Pharmaceuticals and many more which helped it grow rapidly over the years and made it one of Goa's reputed family – run businesses. Over the next three decades, the group manufactured numerous branded products such as Old Spice cosmetics and Hansaplast plasters.

In the 1990's the Group's leadership was passed on to the third generation of the Menezes family comprising of two brothers, Mr. Dale Maxie De Lopes Menezes and Mr. Dean Wilfred Menezes who are now the two Directors of the CMM Group of Companies. The businesses are now divided among the two Menezes brothers and under their leadership, the CMM Group has grown ever since and associates itself with world renowned multinational companies such as P&G, Kellogg's, Nestle, Daikin, D-Link, Jockey and many others.

The Group currently employs more than 1500 people across Goa and parts of Southern Maharashtra and is headquartered in the village of Mercês on the outskirts of Panjim city. The Head Office is the place where all the administrative and managerial work is carried out by the both the Menezes Brothers who are the Directors along with a team of professionally qualified managers and a team of well-trained staff in each of the departments.

The CMM Group is made up of the following Companies:

1) Cosme Matias Menezes Tradelinks Pvt Ltd.

(Distribution)

CMM Tradelinks Pvt Ltd undertakes distribution activities for various brands across the state of Goa and parts of Southern Maharashtra (Ratnagiri, Kolhapur, Sangli, etc). The Company undertakes the distribution activities of brands such as:

- **P&G** (American consumer goods company)
- **Kellogg's** (American cereal manufacturer)
- **Adani** (Indian brand for consumer goods)
- **Crompton** (Indian electrical company)
- **Larsen & Toubro** (Indian based construction MNC)
- **Cremeux** (a Goan bakery brand owned by CMM)
and many more

2) Cosme Matias Menezes Pvt Ltd.

(Distribution)

This company has retained the original name of the initial company and undertakes the distribution activities of various other companies and brands across the state of Goa. It is the distributor of world-renowned brands like

- **Cadbury** (British confectionery company)
- **Reckitt Benckiser** (British consumer goods company)
- **Jockey** (American innerwear manufacturer)
- **Marico** (Indian health and beauty consumer product range)
- **Anchor** (Indian electrical equipment brand now owned by Panasonic)
- **Himalaya** (Indian pharmaceutical company)
- **Kem** (a Goan manufacturer of Noodles and Pastas owned by the CMM Group itself)
and many others

3) Menezes Polyclinic

(Healthcare under its CSR Activity)

The wife of the founder of the CMM Group, Mrs. Menezes started a small hospital in the 1960s under the 'Cosme Matias Menezes Memorial Trust'. This is one of the main CSR (Corporate Social Responsibility) activities undertaken by the CMM Group. Through this initiative, it aims at providing quality healthcare facilities to support the wellbeing of the local community specially the underprivileged.

Now called as the Menezes Polyclinic, located at Altinho in Panjim having a capacity of around 60 beds, the Polyclinic has various medical camps sometimes free of charge as per first-come-first-serve basis where patients are provided health check-up facilities along with a good breakfast.

The Menezes Polyclinic also houses a Physiotherapy Centre and has well known and reputed doctors and consultants who visit there periodically to undertake consultation activities of their patients.

4) Cosme Matias Menezes Logistics Pvt Ltd.

(Warehousing)

CMM Logistics as the name suggests handles the logistics and warehousing of multinational companies in the state of Goa. CMM Logistics operates its business mainly in two ways:

- **CNF (Caring and Forwarding)**

Here the activities are undertaken in order to receive the goods from the concerned supplier, storage of goods in the warehouses owned by CMM Logistics and then forwarding these goods to their respective distributors.

Companies that avail of CMM's Caring and Forwarding facilities are:

- **P&G** (American consumer goods company)
 - **Nestle** (Swiss food & drink processing company)
 - **Lay's** (Potato chips brand owned by PepsiCo)
 - **Agro Tech Foods** (Indian food manufacturing company)
 - **Daikin** (Japanese MNC that manufactures ACs)
- and many more

- **Warehouses on Lease**

Here the warehouses owned by CMM Logistics are given on lease to other companies for the storage of their products. These companies include:

- **Watsons Pharma** (a beauty and healthcare MNC)
 - **D-Link** (a Taiwanese company that manufactures networking equipment)
 - **Marksans Pharma** (Indian pharma company)
- and many more

5) Cremeux Bakeries Pvt Ltd

(Bakery and Confectionery)

Cremeux Bakeries was established in the year 2006 by a Goan pastry chef from St. Cruz, Mr. Vincent Dias. In 2013, The CMM Group formed a 'Joint Venture' by investing into the business in order to give it a platform for growth and expansion across Goa. This also helped the CMM group to enter the food industry in Goa.

The operations and manufacturing activities of cakes, snacks, etc is handled by Vincent Dias himself at the Corlim Industrial Estate while the administrative and distribution work is carried out by the CMM Group from their Merces Head Office.

The entire bakery business is divided into two main parts:

- **Cremeux Retail**

This deals with the distribution of packaged food items like slice bread, sliced cakes, cookies, etc. The CMM Group conducts the distribution activities of all these packaged products across Goa and is available in local stores as well as, on the shelves of various Goan supermarkets.

- **Cremeux Outlets**

The other part of the business are the numerous Cremeux Outlets and Cremeux Franchises established across Goa serving freshly made cakes, cupcakes, snack items, pizzas, milkshakes juices, desserts and much more.

The main manufacturing activities of Cremeux food products are undertaken at their factory in the Corlim Industrial Estate and they have their bistros and café outlets as well as franchises across Goa in places such as Panjim, Vasco, Margao, Ponda, Porvorim, Verna, Navelim, Mapusa and the most recent tourist attraction, the Café opposite the Miramar beach.

The CMM Group Head Office at Merces manages the administrative procedures as well as handles the marketing activities for the Cremeux Bakery business.

6) Menezes Kamco Foods Pvt Ltd.

(Manufacturing)

The brand 'Kem' was established in the 1980's and is a well-known and recognised local brand of noodles and macaroni of various shapes and sizes and can be found at almost every local store as well as on the shelves of supermarkets.

Menezes Kamco Foods Pvt Ltd was incorporated in the year 2012. It is majorly involved in the manufacturing of noodles, pastas, macaroni, vermicelli soya chunks, etc. which is branded as 'Kem'.

The main manufacturing plant is located at Carambolim near Old Goa and is distributed by the CMM Group to make it available across Goan stores and supermarkets. The brand is also now slowly expanding the distribution activities of its products to Goa's neighbouring states located on the western side of India.

7) CMM Arena Retails Pvt Ltd.

(Retail)

The retail business segment of the CMM Group was incorporated as CMM Arena Retails Pvt Ltd. CMM Arena and is one of Goa's leading retailers of electronics, home appliances, home décor as well as furniture for offices and homes. They also have a section for modular kitchens. CMM Arena is headed by Mr. Hari Kaul who is the General Manager and has a Showroom Manager for each of their stores across Goa and the back-office managers and staff who work at the CMM Arena Head Office at Mercês.

The company has electronic stores across different parts of Goa such as:

- Mapusa (near Mapusa Market)
- Panjim (Rua De Ourem)
- Ponda (opp. Bagyatdar Bazar)
- Margao (behind Municipality)
- Vasco (opp. Railway station)

All these electronic stores have their own sales staff led by a Showroom Manager. These stores have a wide range of electronics from brands such as Sony, Samsung, IFB, Bosch, Haier, Lloyd and many more. Although these stores are specialised in selling mostly electronic items, they also have a few display units of furniture such as office tables and chairs along with brochures of the full range of products that are available at the Megastores.

CMM Arena has two Megastores: one located at Gogol in Margao and the other at Mercês on the outskirts of Panjim city. The Megastore at Mercês is one of Goa's biggest retail stores which sells Home and Office Furniture, Home appliances and electronics as well as Home Décor items. It has a dedicated two-floor display of a wide range of products covering a total area of 30,000 sq. feet.

Online Sales

Apart from the electronic outlets and Megastores, CMM Arena also undertakes online sales wherein products are shipped to customers directly from the Mother Warehouse at Verna or any of the offline stores depending on where it is 'in stock'. The online sales happen directly through their official website cmmarena.com or through online shopping sites such as Flipkart and Amazon Marketplace.

Oona Brand

CMM Arena has their own in-house brand called as Oona which has products for Home Décor and artefacts, bedsheets, towels, curtains and intricately designed furniture for high end customers.

INDUSTRIAL ANALYSIS OF THE RETAIL SECTOR (EXTERNAL)

PESTEL ANALYSIS

- **Political Factors**

The regular running and sales of retail stores can easily be affected by changes in the Government's Policies due to which there are shifts in customers buying behaviour and preferences. International tensions could lead to reduction or even a complete ban on imports into the local market. This could affect the sales of the retail stores. Any political unrests like that in Sri Lanka could also lead to a complete shutdown of local businesses. A ban on imports could affect the import of CMM's furniture from abroad.

- **Economic Factors**

Fluctuations in price levels due changes in interest rates and inflation in the economy has a direct impact on the quantity as well as value of goods purchased as there could be a decrease in purchasing power of customers for goods from retail stores. For example, changes in GST rates for electronic items could lead to an increase in the selling price offered by CMM.

- **Social Factors**

By undertaking market studies and collecting data of sales in particular retail outlets, the local community's buying behaviour can be used to forecast demand and maintain stock levels. The amount an average customer from the Goan society is willing to pay for a new furniture item would determine the price set for it.

- **Technological Factors**

Technology is one of the factors that is rapidly making changes in the retail industry. The development of digital marketing has helped target newer audiences. The online selling of goods has also helped retailers sell their products across the country.

The development of the payments system in India by the use of UPI and card based technology has reduced customer's burden of carrying huge amounts of cash in hand.

- **Environmental Factors**

With the world now realizing the importance of the environment, it is important for retailers to use environmentally friendly products to pack and transport their goods. Plastic covers can now be replaced by using cardboard boxes etc. to reduce the amount of plastic waste. The ban on single use plastics in Goa has forced all retail outlets to now give customers cloth bags for carrying goods purchased from stores.

- **Legal Factors**

Every retail store needs to comply with the necessary legal formalities before starting and while operating their businesses. Various Laws and Acts such as the GST Act, MSME Act, Shop and Establishments Act as well as Labour Laws need to be complied with based on the state that the concerned business operates in.

PORTER'S FIVE FORCES ANALYSIS (RETAIL SECTOR)

• Threat from Competitors

In any industry, be it in the Indian economy, or even the Goan economy there is a high level of competition and the retail industry too has many players. CMM Arena has different competitors in different product segments such as

- Furniture - Pepperfry, Damian De Goa, Damro, etc.
- Electronics - Croma, Reliance Digital, Local stores
- And many other competitors from the online shopping sites.

This makes the level of threat from competitors to be high. Every retail outlet needs to take crucial decisions such as pricing of products by keeping an eye on the prices set by competitors as well to fight competition.

• Threat from Substitutes

The availability of substitutes for any item directly leads to a reduction in its sales due to an increase in demand for substitutes. Availability of alternative options to buy goods having quicker delivery or better payment options (Buy now Pay later) can lead to an increase in its demand.

• Bargaining Powers of Buyers

Buyers can either be the final customer or maybe even other smaller stores buying goods in order to re-sell them. Buyers usually have higher bargaining powers if they can easily switch between brands or between suppliers in the retail industry.

• Bargaining Power of Suppliers

A supplier could be the direct manufacturer of a particular good or the distribution agent who distributes goods to the retail outlets. The supplier will have a higher bargaining power if they are selling or distributing products that are unique or different from those supplied by others.

Most of CMM's furniture suppliers supply them with unique designs of furniture and artefacts and will have a higher bargaining power. However, the suppliers for electronic items will have a lower bargaining power as they are easily available.

• Threat from New Entrants

Small retail brands can now easily set up a new business and sell their products online and reach newer markets across the country. International and National retail chains can easily set up their outlets in newer areas and capture the local market.

CMM Arena has been established for years now and has built a good market share over time and hence the threat from a new entrant will be relatively low for the first few years of its setting up.

INTERNAL ANALYSIS OF THE CMM GROUP

SWOT ANALYSIS

Based on my 8-week experience of interning at CMM Group as well as interacting with the staff, I carried out a SWOT analysis to analyse the various strengths, weaknesses, opportunities and threats that are faced by the company. Timely addressal of certain issues can help the group stay on the course to achieve better success in future.

Strengths

- The CMM Group has diversified its businesses across various sectors.
- The Megastore at Merces is one of a kind store selling a wide range of Home and Office Furniture as well as Home Electrical Appliances in the state of Goa
- The Head Office has dedicated staff and the store has well experienced sales staff
- The CMM Group has a good work environment
- The furniture products sold at the Megastore at Merces are unique in nature as they are made as per order.

Weaknesses

- The CMM Group has most of its operations limited to the state of Goa itself
- They were forced to shut down the stores at Duler, Mangalore and Kolhapur.
- Other than the Megastores, the other CMM Arena outlets majorly deal only in electronics which has a higher competition

Opportunities

- By further developing its online presence by undertaking more Digital Marketing activities, the CMM Group can reach newer buyers.
- By listing more of its products on online shopping sites, the CMM Group in future can sell its products to the entire Indian market.
- The Group can also look to re-open their stores outside Goa after doing a market analysis or maybe try out some other new locations in order to enter newer geographical markets.

Threats

- CMM Arena's main source of income are the offline sales at the stores. With customers slowly moving to only online sales, they may face a threat of having to shut down some retail stores in future.
- Entry of more chain stores of bigger brands could pose a threat to the market share of CMM Arena in the state of Goa.

VRIN ANALYSIS

The VRIN analysis carried out by me at the CMM Group aims at analysing the various resources and capabilities of the group.

Valuable

The CMM Group has a lot of resources that are valuable to the Group. These resources and capabilities include their staff, financial resources, all the technologically advanced equipment, the various Brands and the strong customer relationship that it enjoys.

Rare

Certain furniture items are considered to be rare in the market as they have been imported or have been made to order as per the specifications and requirements of the company. These items have unique designs which cannot be easily found.

Inimitable

Most of the resources can be easily imitated in the market however the brands that are a part of the group have been registered and hence no imitations can be done of the brand logos, etc.

Non-Substitutable

The products sold across all the stores can easily be substituted by using alternatives from other brands and suppliers. Substitutes are easily available hence the company's resources can be substituted.

To conclude my VRIN Analysis I would say that the CMM Group enjoys an adequate level of competitive advantage as all their resources could be imitated or substituted by other alternatives.

DEPARTMENTAL ANALYSIS

(Analysis of the Operations in each Department)

1) HR and Admin

Comprises of:

- Sr. HR Manager
- 2 HR Executives

Operations:

This department handles the Human Resource and Administration activities for all the companies that are a part of the CMM Group. Apart from handling the usual HR activities and processes, this department is also in charge of the canteen facilities, security and most importantly the maintenance activities of all the offices, stores and warehouses across Goa.

As per its daily routines, the department keeps a check of the daily attendance of employees via the 'Smart Office' Portal which shows employee attendance details from the biometrics system. They also conduct interviews as part of the recruitment process, maintain the payroll records and process employee salaries on a monthly basis.

Most of the HR department's work is carried out on the 'Smart Office' Portal and ESS Mobile App. This also makes it convenient for employees to apply for leaves, check their attendance details and even salary details. An important function of the App is that it helps employees who are on site visits during the whole day to mark their attendance without physically coming to the office just for the purpose of scanning their biometrics. An employee can mark his attendance even when on site by logging in into the app, giving details of his site visit along with reasons of visit. This then has to be approved by the relevant Department Manager and then the employee is marked present after final approval from the HR Manager.

The HR department conducts the important functions of maintenance by coordinating with the maintenance workers either from the company or hiring labourers from outside. For example: The annual cleaning of rainwater drains before the start of monsoons was carried out during the last week of May. The planning of the work to be done along with approval of quotations from contractors was done by the HR and Admin department.

My experience/learnings:

In the HR Department firstly I got an overview of the entire organisation as I was posted there during my first week. I learnt about the HR Policies, Grooming policies, IT and Use of Social Media policies as well as Prevention of Sexual Harassment Policies of the CMM Group of Companies that was applicable to all their staff across Goa. I was given a chance to observe

the attendance process, application of leaves and the different components of the salary slip along with the calculations done were explained to me by the HR Manager.

2) Accounts Department (of CMM Arena Retails)

Comprises of:

- Asst. Accounts Manager
- 2 Commercial Executives (from store cash counter)

Operations:

The Accounts department handles all the accounting activities of CMM Arena Retails and reports to the Accounts Manager of the CMM Group. The Accounts department at CMM Arena Retails is one of the most important departments as all the important accounting and reporting work happens here along with payment of expenses and receipt of payments from customers. Some of the work undertaken here include:

▪ Booking of Expenses

All expense bills and invoices related to CMM Arena Retails are submitted to the Accounts Department and are entered into the Wings system. Payment can be made to the concerned parties only after approval from the General Manager.

▪ Wings System

‘Wings’ is the name of the ERP Software that CMM Group uses to enter all transactions relating from the time the goods are ordered, to the time they are invoiced and sold to the customers along with undertaking inventory and accounting related work there itself. The Asst. Accounts Manager is the person in charge of the main ‘Wings Server’. So, if at all any employee is facing any issue, or cannot access his/her account, they have to contact the Asst. Accounts Manager, who will then access the main server and solve the issue.

▪ Petty Cash Payments

All expenses that are to be paid on cash basis (usually below Rs.2000) are paid from the Petty Cash Drawer which has cash of up to Rs.40,000. A weekly summary is prepared and submitted to the General Manager showing him all the expenses during the week along with the Petty Cash Vouchers made for each payment back with the bill for which the payment was made.

▪ Sales and Inventory Reports

The Accounts Department also prepares Sales and Inventory reports on a regular basis to keep a check on movement of Inventory from the Mother Warehouse at Verna to all the stores across Goa. This report is called as ‘Goods in Transit’ Report. Daily sales reports are also prepared and submitted to the General Manager based on previous days sales made. Any outstanding payments to be received from customers are communicated to the Sales Staff.

- Price Checks

A continuous check is kept on Cost Price (price at which goods are purchased from suppliers) and Selling Price (price at which goods are entered into the system to be sold to customers). If the price at which goods are to be sold is lower than the Cost Price, a report of the same is prepared and sent to the Merchandisers to make necessary changes in the prices.

- Conveyance Payment

Each employee is paid a Travelling Allowance called as 'Conveyance' for trips made for official company work and for site visits to customer's locations. Each employee needs to prepare a monthly report and submit it to the Accounts Department giving details about the trips made and the number of kilometres covered and once it has been approved by the General Manager, they will receive this allowance in the following month's salary.

- Incentive Payments

Each sales staff has a monthly sales target to be achieved which has been set by the General Manager. The monthly targets achieved by each sales staff is calculated by the Asst. Accounts Manager and based on that each sales person's incentive amount is finalised based on the percentage of the target that they have achieved. All these calculations are done by the Accounts Department based on sales related information from the cash counter.

- Reports to Directors

Whatever reports that the General Manager has to present to the Directors of the company, are prepared by the Asst Accounts Manager. Some reports are monthly sales figures, increase or decrease in sales, pending payments, unsold inventory stocks, target achievements of all stores, etc. These reports are submitted to the General Manager who then has to present them to the Directors of the Company.

- Other Accounting Tasks

Other accounting tasks undertaken by the accounts department include preparation of Bank Reconciliation Statements, Vendor Reconciliation Statements, Debit Notes, Credit Notes, Advance Payments, Passing Requests for refund to customers for goods returned, etc.

My experience/learnings:

I would definitely say that most of my learnings were from the Accounts Department as this gave me an overview of the day-to-day financial operations that are undertaken in order to run a retail business having stores across Goa. I learnt to prepare Petty Cash Summary Reports, passing of entries for expenses incurred, calculating employee's conveyance amounts, preparation of Bank and Vendor Reconciliation Statements and even basics of some reports that were submitted to the General Manager were taught to me by the Asst. Accounts Manager himself. I even got to understand how the financial work of a business is undertaken and also learnt how to use the company's ERP software to pass all necessary entries.

3) Marketing and Online Sales Department

Comprises of:

- Brand Manager
- Business Development Executive
- Digital Marketing Executive
- Website Developer
- Sr. Graphics Designer
- Graphics Designer

Operations:

The Marketing and Online Sales Department does the marketing activities of all the brands and businesses run by the CMM Group of companies and also manage the websites of each company as well as the official social media accounts of each brand. It is made up of:

- Brand Manager

The Marketing and Online Sales department is headed by the Brand Manager. Some of the Brands that are part of the marketing activities include: **Oona** (Home Décor), **CMM Arena** (Retailers), **Cremeux** (Bakery products), **Kem** (Noodles), **Iwas** (Upcycled glass), **Matchbox** (a new cloud kitchen concept of Cremeux that serves meals in packed boxes on Swiggy and Zomato).

- Business Development Executive

This executive handles all the online sales orders for CMM Arena that come via their official website as well as through online shopping sites like Flipkart and Amazon. Upon receiving the order, a request is sent to the warehouse to see if the product is in stock. If it is in stock then the online order is accepted. Online shopping sites offer the option of self-shipment of goods directly to customers or send their pickup agents to pick up the goods and then dispatch to the customers. CMM Arena sells all large Furniture items on Flipkart that can be purchased only by buyers residing in Goa, for now. The smaller items such as home décor items and linen items are sold on Amazon all across India. Even Cremeux and Kem products are currently being listed for sale on the Amazon website.

- Digital Marketing Executive

This executive is in charge of all the social media handles on Facebook, Instagram, WhatsApp-Business, etc and has to keep a check of any enquiries made through the inboxes and also contact influencers to promote the various products of the CMM Group. Each social media account has to continually be updated on a daily basis with new posts, reels, videos, carousels and stories. The executive also runs online ad campaigns using Facebook and Google Ads. Each day's posts can be posted online only after approval from the Brand Manager.

- Website Developer

CMM Arena's new website is currently being developed by the Web developer and will be launched soon, as the old one had glitches. The web developer also has to maintain and design the websites for all the brands under the CMM Group.

- Sr. Graphic Designer

This graphic designer handles the designing of posters and content for Food items such as Cremeux products, Kem noodles and Matchbox meals. He also has to design packaging items such as Pizza boxes for Cremeux pizzas and packaging items for Kem noodles.

- Graphic Designer

The second graphic designer handles the posters and social media content for CMM Arena Retails and Iwas products. He also designs hand pamphlets, sale brochures and banners along with advertisements on Bill-Boards Hoardings on highways across Goa as well as ads which are printed on newspapers.

My experience/learnings:

I got to learn about the overview of all marketing and sales promotion activities undertaken to improve the sales of each product. With the development of Social-Media and the Internet, it is important to advertise and promote all the products in order to fight competition. I also learnt about the processes that are undertaken to conduct online sales through Flipkart and Amazon. In the marketing department, my work was mostly Excel related where I had to type out product details and specifications for the website which is under maintenance as well as new products which will be listed on online shopping sites. I was also given work relating to preparing ingredient sheets for Cremeux cakes based on the quantities of each ingredient used.

4) Retail Sales (At the Megastore)

Comprises of:

- General Manager for all stores across Goa.
- Showroom Manager for each store
- Sales Staff and Sales Executives
- Brand staff (sent by respective electronics brands e.g., Philips, IFB)

Operations:

The Retail business of the CMM Group is registered as CMM Arena Retails Pvt Ltd and is headed by the General Manager, Mr. Hari Kaul. The retail business of CMM Arena has three segments 1) Electronics 2) Furniture for Office and Homes and 3) Home Décor (Oona Brand).

Each segment approximately has 4-5 sales staff at the Mercedes Megastore. Some electronic brands such as Philips, IFB, Bosch, etc. have sent their own brand sales staff to sell their products. The Sales staff are well trained and professional in their approach towards customers and are mainly involved in 'Personal Selling' and 'Conversion of Walk-Ins into Sales' activities. Each of the sales staff has a monthly sales target that is to be achieved. The sales target for each sales person has been fixed based on the type of products they are selling whether it is furniture or electronics. Sales persons are given incentives for achieving sales in slabs based on 80%,100%,120% of the set target. Based on the slab achieved, the sales person will receive his incentives which will be a percentage of the total sales achieved by them.

The sales staff are involved with customers right from the time a customer walks in. They help them choose their desired products or provide alternatives available, prepare sales sheet which contains all product details, codes and price after discount (if any) and hand it over to the cashier for billing. After payment at the Cash Counter, the sales staff has to coordinate with the warehouse team for delivery to the customers location (usually on the next day) or if the customer is taking the goods himself, the sales staff are required to pack and hand over the purchased goods to the customer.

My experience/learnings at the Megastore:

I was placed on the shop floor for few days and here I had an opportunity to interact with walk-in customers and guide them to the relevant product sections based on the products they are looking for. I also observed how the sales staff interacted with customers, negotiated the best price and also got to know how they convert customers from mere 'Walk-Ins' to Actual Sales'. A brand staff also explained to me the process he follows when a customer wants to buy a particular electronic item how he highlights the features of the product based on the customer's expectations and budget category.

5) Cash Counter

Comprises of:

- 1 Commercial Executive
- 1 Commercial Executive cum Cashier

Operations:

The Cash counter is the place where all POS (Point of Sale) transactions happen with retail customers. Upon receiving the sales sheet from the sales staff which contains all the product details that are being purchased by a customer, the Commercial Executive needs to enter all the details into the Wings System and check if the item is in stock in the warehouse area. The cashier then finalises the bill and asks the customer whether he wishes to pay the entire amount or an advance with the balance to be paid on delivery. On receipt of the amount, via Cash, Card, Cheques, Transfers, UPIs, etc. the Cashier will hand over a Receipt to the customer based on the amount that is paid. If the customer is taking the products himself, a Sales Invoice is

also given to him at the Cash Counter. If the customer wishes to obtain delivery, the Sales Invoice is handed over to him after payment of the balance unpaid amount on the delivery day.

Along with receiving payments and passing invoices, the Cashier also has to keep a check of Cash in Hand at regular intervals. Money is counted using a note counting machine which also helps detect any fake notes. At the end of the day, a Daily Collection Report is prepared by the Commercial Executive showing the amount of cash, cheque, cards and UPI payments received during the day's sales. All the cash is re-counted the next day and then handed over to the Bank Collection Agents who come every morning before 10am to collect the previous day's cash and cheques. The Commercial Executive also has to prepare reports if any payments are outstanding.

My experience/learnings:

I was given a chance to be cashier under the guidance of the main cashier. Here I learnt to accept cash and card payments from customers, pass receipts, invoices and also prepare the Daily Collection Report before handing over the cash to the Bank Collection Agents. I was also taught how to interact with customers when they come to make payments, counting of cash using the note counting machine and operations of the Pine Labs and BharatPe POS card swiping machines.

6) Warehouse Area

Comprises of:

- Warehouse Assistant
- Service Supervisor
- Technicians
- Loaders and Drivers

Operations:

The Warehouse is the key point at the Mercedes Retail store as this is the place where all goods enter the showroom as well as last point before goods are delivered to customers.

After receipt of goods from the Suppliers, a 'Goods Received Note' is prepared and is also called as Purchase Invoice by the Warehouse Assistant. Each of these 'Goods Received Notes' are attached to the invoice copies given by the suppliers and submitted to the Accounts Department.

Physical verification of goods is also done to ensure goods are received in the right quantity as well as in good condition as per the specifications. Along with receiving the goods, the Warehouse Assistant also has to coordinate with the sales staff to arrange for delivery of goods to the customer's location.

Another important function carried out by the Service Supervisor in the Warehouse is the repair or restoration of goods that were damaged during transit or damaged due to mishandling by customers after delivery but within the 'Warranty Period'. The Service Supervisor along with the technicians carry on the repair works either in the Warehouse or at the customer's premises. Electronic goods are repaired by the technicians sent by the concerned brand.

The Warehouse Area plays a key function to record all entries and exit of goods at the correct time to ensure correct inventory levels are shown into the system. They also coordinate the delivery of goods to the customers in the quickest time possible and also ensuring that the goods are handled carefully to avoid any damages during transportation of the goods to the customer's location.

My experience/learnings:

I got to visit the Merces Warehouse on numerous occasions as all the stationery and office supplies are stored there. The entire process of receipt of goods and deliveries was explained to me by the Warehouse Assistant. I was also given the work of checking the Goods Received Notes that were prepared and verifying it with the details and values of the Invoices sent by the suppliers before handing it over to the Accounts Department.

7) Merchandising Team (Purchasing)

Comprises of:

- Merchandising Manager
- Purchase Manager
- Oona Merchandiser

Operations:

The Merchandisers are involved in keeping a check on stock levels of the inventory as well as purchase of products that are to be sold to customers. The Merchandisers are in direct contact with the suppliers and distributors of various goods that are later sold at the stores. The 3 Merchandisers handle the three segments of products i.e.

- Electronics

The merchandising of electronic goods is handled by the Merchandising Manager. She undertakes studies to analyse which sections of electronic items and their respective models that move off the shelf quicker as compared to the others. Those electronic items will have a higher stock level to be maintained as compared to the ones that move off the shelf slower due to lower demand. The prices for these goods are also to be set after conducting a study of relevant prices of similar electronic items in the Goan market.

- Oona Merchandiser (Home Décor)

The Oona Brand includes items such as Display Artefacts as well as Linen items such as Towels, Bedsheets and even high-end furniture items. The Oona Merchandiser is directly in contact with the workshops where carpenters work with raw wood and make furniture items as well as with mills that manufacture linen material. Orders are then placed at these manufacturing outlets which are not owned by CMM but are branded and sold with Oona tags. The Oona Merchandiser conducts market studies as well as movement of goods in the store after getting input from the sales staff and undertakes inventory planning and ordering activities on a Quarterly (3-month basis) as these products take time to be manufactured and have to be ordered in bulk quantities. The goods are then manufactured based on the material specifications and dimensions given by the Oona Merchandiser.

- Purchase Manager

The Purchase manager handles the home and office furniture segment of CMM Arena as well as conducts purchase activities for any other requirements. The Purchase Manager is also in contact with Workshops manufacturing furniture as well as Suppliers selling finished products that are usually to be imported from abroad.

My experience/ learnings:

I observed how representatives from various brands came on a daily basis to meet the Merchandisers and offer their products as well as any introduce new products. The price at which they are ready to sell along with CMM's profit margins are also fixed here after negotiations. When both parties agree upon the purchase price and profit margins, an order is placed by the Merchandiser who prepares a 'Purchase Order' and sends it via an Email to the concerned manufacturer/ supplier and a copy of this Purchase Order is handed over to the Warehouse to inform them about the arrival of new stock that has been ordered.

An important learning for me in this department here was the negotiations with brand representatives and the setting of prices into CMM's Wings software. Once the selling price has been set by the merchandiser, the product cannot be sold below that price to any customer without the approval from the Merchandiser. Electronic items have lower margins as they are easily available at any electronic store as well as with CMM's competitors in the Goan market; hence electronic items are sold at less than the MRP amount to attract customers to the store. However, since the Home Décor and Furniture items are of unique fabrics and designs, they are sold at higher margins as they are usually of imported items that are not easily available in the Goan market.

8) Corporate Sales Team

Comprises of:

- Business Development Manager
- 2 Marketing Executives
- Site Supervisor

Operations:

The sales staff at the store deals directly with customers and operate on a B2C (Business to Consumer) basis. The Corporate Sales team as the name suggests handles B2B Sales (Business to Business) and their clients are usually other business organisations, educational institutes, corporate offices, hotels and any other organisation or individual who are looking at furnishing their premises or work place. The Marketing executives act based on leads provided to them either from the Business Development Manager or any external party such as Real Estate agents, Interior Designers and they then contact the leads and ask them what requirements they are looking for. Some clients directly approach the Corporate Sales Team and convey the requirements. The Corporate Sales Team majorly deals with furnishing offices with work spaces such as Office Tables and Chairs, Conference Tables, Safes etc. belonging to Godrej, Nilkamal and other brands.

My experience/learnings:

Upon interacting with the Marketing Executive, I got to know about an order received from an office. The site supervisor visits the location for measurements and gives an estimate of the cost for the furniture items needed as well as installation charges to the Business Developments Manager. The Manager then gives the client a formal price quotation. After confirmation of all the details, the order is placed with the suppliers (or warehouse if it is stock) and transported to the client's location. The site supervisor then visits the premises along with technicians to undertake the installation work. The Marketing executives are then required to follow up to receive payment and also conduct after sales service.

9) Modular Kitchen Sales

Comprises of:

- Business Development Manager (Kitchens)
- 2 Interior Designers (Kitchens and Wardrobes)
- Technicians

Operations:

The Modular Kitchens Department deals with the designing of modular kitchens for homes. They have three modular kitchen exhibits for customers to view and also provide customers with brochures, pamphlets and material samples to choose from.

My experience/learnings:

I got a chance to interact with the interior designer to know the exact procedure followed by them right from the time a customer visits to make an enquiry. Firstly, a customer is shown all available designs either on brochures or online designs available for modular kitchens. The designers along with their manager visit the customer's premises for approximate measurements and getting to know what exactly the customer needs. A design and a rough estimate are then given to the customer based on his requirements along with the cost for installation. Once a customer approves all the specifications, a final quotation is given after re-taking all the measurements. An order is then placed with the suppliers for modular kitchens equipment and the consignments are received at the warehouse. After transporting all the consignments, tools and spares to the customer's premises, the installation work is undertaken by the kitchen technicians. The final payment is then made by the customer.

10) IT Helpdesk**Comprises of:**

- IT Technician

Operations:

The IT Helpdesk is handled by the IT technician. He handles all the software related work of all Laptops, Computers, Official Mobile Phones, etc. Along with software, he also needs to regularly check the hardware items such as printers, CCTV cameras, DVR recorders, etc. He is also in charge of registering new employees on the biometric system. He also undertakes repairs of non-functional electricals. The IT Technician is an important person in the day-to-day operations at the CMM Head Office. Quick solutions to various software and hardware problems ensures that administrative work is carried out smoothly without any problems and having an IT Technician is a must in the current business world as most of the manual administrative work has now been replaced by Computers and Laptops.

My learnings/experience:

I got to observe the IT Technician's daily activities where he receives calls at the time of any system errors, updating of anti-virus software, recharges done for Wi-Fi plans as well as continuous checks that the company servers work fine and the Wi-Fi connectivity is stable. I also got a chance to view the CCTV cameras of all the CMM Arena stores across Goa which are checked if there are any untoward issues.

11) Service and Logistics

Comprises of:

- Team Leader
- Technicians
- Loaders and Drivers

Operations:

This department is headed by the Team Leader and is divided into two parts:

- Logistics

This involves transportation of goods from the Mother Warehouse located at Verna to each store across Goa as well as planning of deliveries to be made to customers directly from the Verna Warehouse on a daily basis.

- Service

Delivery of goods is usually done on the next day after purchase of goods. The installation of the goods is done on the following day after delivery. The installation technicians for beds, tables, office and home furniture are coordinated by the Team Leader. The date and time slot are fixed by him and given to the technician.

After completion of sales to any customer, an important function to be carried out is the after sales servicing to be carried out. If there are any damages to any furniture within the warranty period, then the repairing and restoration is undertaken by the technicians.

Any issues with electricals are to be addressed by the concerned technicians from each brand by contacting the concerned brand's customer service.

My experience/learnings:

The Team Leader explained to me the entire process he undertakes on a daily basis. For example, if a Delivery Truck/Van is sent to Mapusa on a given day, he needs to coordinate with all stores to see if they have any deliveries in the same location so as to ensure all deliveries are covered in the Mapusa area on a given day without having to make repeated trips. This helps avoid unnecessary transportation cost.

LEARNINGS DERIVED AND APPLICATION OF CONCEPTS

LEARNT IN CLASS TO THE COMPANY (Subject Wise)

❖ MPOB

P-O-L-C function

I got a first-hand experience as to how the Managers at the CMM Arena meet every Monday morning at the Conference Room and those from the other showrooms join virtually. During these Meetings the managers 'Plan' for the coming months and quarters, 'Organize' the staff and other activities, 'Leadership' work is discussed and if any changes are needed 'Controlling' actions are undertaken to improve performance levels.

Organisational Structure

I learnt about the whole structure of the organisation and the different managerial levels present at the CMM Group.

Departmentalisation

Departments are formed as per the jobs performed by the employees at different levels. For example, all accounting related jobs form the Accounts Department, all B2B sales are in the Corporate Sales Department.

Motivation

Employees at CMM Arena are highly motivated to achieve higher levels of sales in order to achieve the Monthly Sales Targets set for them by the Managers. Sales staff are rewarded for achieving 80%, 100% and 120% levels of their set targets. This acts as a motivator to the employees as they will be paid higher incentives for higher targets achieved.

Participative Management

Each and every employee, if he/she has any suggestions or ideas that could be implemented to improve any activity, can suggest that idea to the Showroom Manager. The manager will then take it up to the General Manager during the Managers Meet that is held every Monday at the Head Office.

Formation of Formal and Informal Groups

Every employee is given a formal group based on their job activities. For example, the electronics sales staff will deal with electronic items and furniture staff will deal with furniture sales. But during the breaks or after work hours there is interaction of staff across departments which leads to formation of informal groups within the organisation.

Leadership

The CMM Group is headed by 2 Directors, CMM Arena Retails is headed by the General Manager who are the leaders of the business and have managers who report to them on a regular basis.

Reporting Lines

Each employee if at all has anything to report will first report it to their supervisor or department manager. The manager will then report it to the General Manager.

❖ Production and Operations Management (POM)

Preventive Maintenance

Regular maintenance activities are carried out to ensure all electronic equipment is kept in working condition and does not affect performance of any administrative work at the Head Office.

Inventory Management

It is important to manage the inventory well by keeping a check of the stock levels of each item as well as fixing a limit as to when orders have to be placed for new products. Maintaining Inventory levels is important at CMM Arena to ensure products are sold whenever customers need them but to also ensure excess inventory is not piled up which will lead to blockage of funds.

Purchase Procedure

I learnt about the Purchase Procedure followed at CMM Arena Retails wherein when there is a requirement for any goods a Purchase Order has to be prepared and sent to the supplier.

Coding of Inventory

Each inventory item as well as goods sold in the store have a 'Wings code' attached to it. By entering the code into the Wings system, all product details can be obtained along with the number of items that are available in stock.

ERP Software

I got a hands-on experience of working on an ERP software at CMM Arena which uses the Wings Software for all its transactions.

❖ Communication Skills and Interview Facing Skills

Communicating with customers

When placed at the cash counter, the cashier explained to me how I was supposed to greet the guests and help them with the payment procedure. The sales staff also have their guidelines laid down as to how they have to greet the customers and interact with them in a professional manner.

Interviews

A few interview tips were shared to me by the Asst. Accounts Manager who shared his experience with me about how he conducted interviews for Cashiers and Commercial Executives.

Grooming Policies

I was explained about the Grooming Policy at the CMM Group with respect to hair styles, dress code, etc and even the good etiquette practices that are to be followed especially when dealing with customers.

❖ **Legal Aspects of Business**

AoA and MoA

I had the opportunity to read the entire document of the Articles of Association (AoA) and Memorandum of Association (MoA) of CMM Arena Retails Pvt Ltd. It contained all the clauses that were taught to us during the LAB lectures in Semester 1.

Contracts

I got to know the procedure for entering into a contract with a supplier/ service provider. For example, I read the contract details of the agreement entered into by the CMM Group with an external agency providing pest control services and it had all the terms and conditions agreed upon by both the parties.

Legal Registrations

The CMM Group has legally registered all its businesses as per the Companies Act. They have also been registered under the GST Act, MSME Act and Shop and Establishments Act to name a few.

❖ **IT Skills**

The IT Skills course taught to us during Semester I was helpful to me to complete the Excel related work that was given to me by the Accounts and Marketing departments.

I learnt some new keyboard shortcuts to perform the work faster as well as new formulae which makes the generation of reports faster and accurate which had to be submitted to the concerned Managers on a regular basis.

Some functions that I used often were V-Lookup, IF and Pivot Tables to prepare reports with respect to Outstanding Payments, Inventory Reports, Sales Reports, etc.

I also understood the importance of using an ERP (Enterprise Resource Planning Software) in an organisation where every movement of goods right from the time of entry to exit is recorded into the system along with the passing of relevant transactions. (CMM Group uses a software called as WINGS.)

❖ **Economics**

Taste & Preferences of Customers

Sales of each brand depend upon the taste and preferences of customers. For eg. if a customer prefers Sony Products, he may buy the Sony LED TV even though Lloyd may have a lower price for the same size TV.

Income of customers

The income level of customers generally has an impact on the price range of goods he buys and the budget he has available for his purchases.

Demand

Goods that move faster off the shelf have a higher demand and this is studied by the Merchandising Team who keep a track for how long a product remains on display.

Ability to Buy

In order to create an ability for customers to buy products, CMM Arena Retails offers EMI options to make payments in installments as well as offer discounts on various products.

Market Structure

CMM Arena operates in an oligopoly market Structure as a small amount of big firms have a control of the market share of the retail industry.

Inflation

Inflation levels have a direct impact on prices of goods and leads to an increase in the selling price and reduction in the purchasing power of customers.

❖ Finance Management

Journal entries

Basic journal entries were taught to me which helped me pass transactions into the system.

Ledgers

Each supplier and customer had a separate ledger which shows all the transactions of CMM with them be it purchases or sales made.

Expense and other transactions

I learnt about the different transactions as well as the type of Expense Heads incurred that are to be paid by a business.

GST rates and Calculations

TDS and TCS

RCM Taxes

All these concepts were explained to me by the Asst. Accounts Manager

Reconciliation and Debit/Credit Notes

I learnt how to prepare reconciliation statements of the Bank ledgers as well as suppliers ledgers and also issue Debit and Credit notes.

❖ **Management Accounting**

Pricing decisions

Pricing decisions are taken by the Merchandisers who purchase the goods that are to be sold at the stores from the concerned suppliers. Based on the purchase price, the selling price is fixed into the system below which, a particular item cannot be sold.

Profit Margins

The margin rates (profit margin) for each item are also fixed by the Merchandisers. Discounts are given to customers by reducing the margins earned but also keeping in mind that every product has to give a certain level of profit margin.

❖ **Strategic Management**

Vision and Mission

The Vision and Mission statements of the CMM Group were explained to me by the HR Manager

Diversification

The CMM Group is a well-diversified business and has its presence across various sectors in the state of Goa.

Development of Strategies

The CMM Group has developed various strategies to fight competitors such as the Pricing Strategies used.

Joint Venture Strategy

The CMM Group formed Joint Ventures with different companies one of which was Cremeux Bakeries which helped it enter the food and bakery sector in the state of Goa.

Forward Integration

The CMM Group practices forward Integration by acting as a distributor of its own product brands such as Cremeux and Kem.

Conduct Analysis

By using the learnings from Strategic Management, I was able to conduct various External and Internal analysis of forces that have an impact on the business

❖ **Human Resource Management**

Components of Salary Slip

The HR Manager explained to me in detail about the various components of the salary slip. I learnt about the various types of Earnings for an employee as well as Deductions and how they are to be calculated

Recruitment Process

I was explained about the whole recruitment process and even got a chance to observe a candidate that had come for an interview and after that he was selected for the job I got a chance to interact with him to know the whole process.

Advertisement for Vacancies

Set templates are kept for job vacancy advertisements for newspapers, Naukri Portals, HR WhatsApp Groups, Placement Agencies, etc.

Training Process

At CMM Group, the training process for a new employee is planned for by his concerned departmental manager. There was a new employee who joined the corporate sales department during my internship days. I interacted with him and got to know his Training Schedule and how it was undertaken.

Daily Attendance

The CMM Group has fitted biometric systems at each of their offices, stores and warehouses across Goa. All the attendance details can be tracked by the HR Manager on a daily basis. I was given an overview about the whole process undertaken.

Types of Leave and the Process for Applying

After completing their probation period which ranges from 6months to 1year, an employee is entitled to 6 days of Casual Leave, 9 days of Sick Leave and 15 days of Privilege Leave.

Employee Benefits

Over and above the monthly salary payments, employees are also eligible for extra benefits. The HR Manager explained to me the benefits such as Bonus, Gratuity, Personal Accident Policy, Term Life Insurance Policies that the company gives to its employees.

Labour Laws

I was told to read about the various existing Labour Laws which are applicable to companies such as Payment of Wages, Bonus, ESIC Act, PF Act, Factories Act, etc. This was then explained to me by the HR Manager.

Job Rotation

A Job Rotation was undertaken in the Marketing department wherein two employees were asked to switch roles. This helped me understand how Job Rotation of employees was carried out.

❖ Marketing Management

Difference between Customers and Consumers

I got a practical understanding of the differences in the concepts of a Customer and a Consumer as well as learnt about the concept of B2B and B2C sales.

Buying and Selling Process

During my time on the shop floor, I got an opportunity to observe the process of buying and selling followed by customers and the sales staff.

Segmentation of customers

The furniture products sold by Oona Brand are usually for high end customers as hence they have higher prices fixed. While Arena Brand Furniture prices are kept low to medium as they aim at attracting low to middle level income customers.

Targeting

CMM Group has fixed Target Markets in order to market their products:

Cremeux usually targets the age group of 18-55 to buy their cake products and desserts. Kem products are targeted towards youngsters and working people as they prefer foods that can be quickly prepared. CMM Arena has a target market of working individuals who are looking to furnish their homes and buy furniture and electronic appliances

Sales Promotion

CMM Arena currently has a Monsoon Sales Promotion Offer going on in order to attract crowds to the store as sales usually tend to decline during the monsoons. They also had a 'Sofa Carnival' where great offers and discounts were given on sofa sets.

Personal Selling

I got to observe the process as to how the sales people are able to sell the products to consumers and convince them to buy accessories as well.

Advertising Channels

CMM uses the Radio, Newspapers, Billboards, Social-Media and Digital Marketing channels to advertise their products.

Email and WhatsApp Marketing

This was a new concept I learnt wherein existing customers' contact and email details are put into the database and, as and when offers are available, a WhatsApp text or Emails are sent to the customers informing them of the same.

Influencer Marketing

The entire process of how to search, shortlist and select influencers was taught to me and how exactly an agreement is made with an influencer to promote the company's products.

USP

The Oona merchandiser explained to me the Unique Selling Proportion of the Oona Brand which was: Uniqueness, Best Price, Best Display

VALUE ADDITION

As an intern from Part - 1 of the MBA program my personal objective at the Summer Internship was not only to grasp as much knowledge as possible along with gaining some vital work experience but also to contribute a small part as a form of value addition. I was given an opportunity to work on 2 projects that were given to me during my internship.

1. Visual Merchandising

This project was given to me by the Merchandiser and Brand Manager during the second week of my internship. As I was placed on the shop floor along with the sales staff, I could interact with them as well as with the customers who visited the store. As per this project I was told to go around the store observing all the displays or products, their arrangements, how customers saw them and how it could be improved in a way that it is visually attractive to the customers and gave a good aesthetic look. During my time at the store, I went around with noting down ideas I felt could be introduced, and on the last day of the internship, I presented all the points from my side to the Merchandiser who appreciated the suggestions and ideas that I gave.

Some suggestions that I gave were: displays of Oona bedsheets on the empty beds that were already on display, improvement of lighting in some dull areas, encouraging customers to provide feedback and also display their replies on empty walls like the stairs, having 'Floor-Plans' at the entrance so that a customer could easily navigate as to where to go to find his product that he was looking for and some general suggestions as well.

2. Wings Manual

Wings software is an ERP (Enterprise Resource Planning Software) used by the CMM Group to record all entries of goods right from the time they have been ordered from the suppliers, to the time they are delivered to customers. The Asst. Accounts Manager gave me this project of preparing a 'Wings Manual' as he was in charge of the software server and had to train people every time there was a new recruitment made. By preparing this manual we aimed at making a new employee's understanding of the software to be much easier. I worked on this project along with the Commercial Executive wherein I had to take screenshots of each step and give instructions as to what is to be done below the picture of a particular transaction. The project was given to me during my last 2 weeks at the company and I completed around 130 pages as that was about all the transactions that I had learnt. The remaining will be completed by the Asst. Accounts Manager himself and will then be printed as a proper Manual which can be given to any new employee.

CONCLUSION

Although the CMM Group is a well-established business, it needs to constantly make changes and improvements as the Retail industry is fast-changing due to the advancements in technology and other external factors. Overall, it was a great experience for me to undertake an Internship in the Retail industry as it involves a lot of interaction with different stakeholders and this has not only given me an understanding about the basic functioning of an organisation but also helped me develop as an individual in the corporate world.