

Internship Report

Dissertation Submitted to the Goa University



By

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DECLARATION

I, ARNOLD D'SOUZA, hereby declare that the project work entitled 'Detailed overview of Summer Internship' submitted to Goa University, IMBA is record of original work done by me. I solemnly declare that, to the best of my knowledge, no part of this report is submitted in any previous applications. All sources of knowledge used have been duly acknowledged.

Place: Goa Business School,

Goa University,

Taleigao, Goa



ARNOLD D'SOUZA

Roll No: 1805

IMBA 2018

ACKNOWLEDGEMENT

I am very thankful to my manager Anurag Singh (owner) for giving me the opportunity to train at Smartputers. I am very grateful for my supervisor Mr Akshay Gawas for being my mentor during my period. Would also like to thank Samarth Patil, Amir Hussain and Mahesh Bagul for being of a great support till the end of my training. I am very grateful to train at Smartputers. The staff was very supportive they gave me a lot of attention so that I can learn maximum in my period.

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The above-mentioned dignitaries are few but without them it would have been difficult for me to have this experience.

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SMARTPUTERS TECH

Computer Sales and Services

Date : 31/08/2020

To Whom So Ever It May Concern

This is to certify that, **Mr. Arnold D'Souza** student of Integrated Master of Business Administration (Hospitality, Travel and Tourism) from Goa University, Taleigao, Goa successfully completed Internship Training in our organization in Sales / Marketing Department from 14th May 2020 to 28th August 2020.

During the period of training (Internship), he has exhibited a high enthusiasm, sincerity, innovation, interest & hard work.

We wish him all the Best for his future endeavor.

For Smartputers Tech

SMARTPUTERS TECH
Anurag Singh
Proprietor *Anurag*
PROPRIETOR

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smartputerwp@gmail.com



www.smartputers.com



www.ekastore.com

➤ About Smartputers

Smartputers is a complete computer store with latest products in the market, trending hardware and electronics, with best and quick services of computer repairs, hardware software etc. All kind of printing and publishing services are also available at a very affordable price.

Smartputers owned by ANURAG SINGH



In 2016 Smartputers started as online sales & service provider from a house to a full fledged store. Where the client could book a service request from the website www.smartputers.com which in the beginning was handled under WordPress (a free and open-source content

management system) and only door step service was provided.

In the year 2019 Smartputers was officially registered and was a physical store in Verna Industrial estate. A physical store grabbed more clients where most of the clients were companies on AMC.

Currently the store has been shifted to MES which is in reach to more general public.



Services Available



Assembled System

Build Your own computer according your preference.



Computer Repairs

Repair of desktops & laptops , Printers, chip level and much more.



CCTV Projects

Installation and repair of CCTV systems and Biometric system.



Networking Solutions

Cable laying , Router Installation, and network setup with ISP .



Software Installations

Windows 11, 10, 7 Linux and all Types of software, Photoshop and Autocad



➤ **Job Responsibility & service provided**

- I worked at Smartputers as a Sales Representative.
- My major role was to receive calls from clients, solve their complaints, trouble shoot errors remotely. Thus, reducing the effort of unnecessary site visit.
- Design brochures for advertisements on social media to boost sales.
- Sells computer peripherals like mouse, keyboard, WIFI routers & displays, ups.
- We also provide repairs to MAC and windows devices.
- We build custom PC from scratch as per the client requirements.
- Security system like CCTV camera's door phone system
- Internet services

➤ **Our clients**

- Indian Navy
- Bosch
- CommScope
- Bits Pillani
- School Students
- Teachers
- Society

➤ Solving problems

As I worked there, I came across many customers with common problems like PC/Laptop running slow. And since covid schools, office etc moved online. There was a increase in demand for Budget PC just sufficient to handle Google Meet and small work load.

I did research on the peoples need and budget. Using OLX and Quiker I noticed that many people are selling used Computers for a price nearing to a brand new. And that gave me an idea to build a budget PC.

➤ Budget PC Built – ₹15,000

- Zebronic motherboard ₹2000
- Zebronic SMPS ₹700
- Intel Pentium CPU ₹2000
- RAM 4GB ₹1000
- HDD 500GB/ SSD 128GB ₹2000
- Display ₹ 3800
- UPS ₹2300
- Keyboard & Mouse ₹429
- WIFI module - ₹300
- Webcam ₹600

SMARTPUTERS

WHY PAY EXTRA FOR WHAT YOU DON'T WANT
WHILE WE CAN OFFER SOMETHING YOU ALWAYS NEEDED?

DESIGN YOUR DREAM PC

We Build Custom PCs Based On Your Budget And Requirements!



TALK TO US



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ANURAG-(+91) 96-235-61-736



www.smartputers.com

**FREE
DELIVERY**



**Address: PLOT NO L131 , PHASE 3, next to VRL
LOGISTICS, Verna Industrial Estate, Verna, Goa**

403722

➤ **Attracting Target Audience**

This reasonable deal attracted a lot of parents and teachers on a very tight budget and were also looking out for good service at the same time which is after sales service and warranty.

Now to Gain attention of these audience I made digital brochures and uploaded on social media. But the most effective was OLX, because that was the actual place where people are looking for used items in our case priced cheap but brand new and has 1 year warranty. So it was an obvious good deal.

➤ **PC/Laptop Running Slow?**

One of common issue with many customers was their old computer running slow or lagging.

For this there was an easy solution that boosted speed at least 4times then its current state.

For that a simple Upgrade of the following.

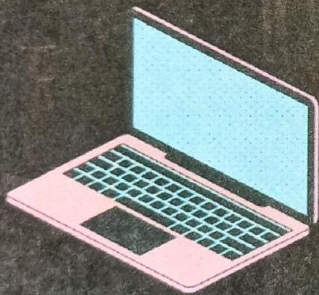
- Upgrade from Mechanical HDD to SSD – 480GB ₹3,324
- RAM upgrade 8GB DDR3 - ₹2,835
- Fresh windows OS ₹700
- Recovery of Data / Backup

SMARTPUTERS TECH

SMARTPUTERS.COM



Starting at
15999 /



Starting at
5999 /



Starting at
11999 /



FROM PC SALES TO SERVICES

- PC BUILDING.
- ON SITE SERVICES
- VIRUS REMOVAL
- PC BOOSTING
- PRINTING SERVICES
- SALES OF COMPUTER
- SALES OF LAPTOPS
- COMPUTER AMC.
- CCTV INSTALLATION
- BIOMETRIC DEVICES
- FIRE ALARM SYSTEMS
- NETWORK SETUP
- SALES OF PERIPHERALS
- & MUCH MORE

Visit smartputers- Park Street colony
Near Mes Collge , Vidhyanagar, Goa
403726

Order products online on whatsapp
for Lighting FAST Delivery in GOA.

OR CALL US 09623561763 TO BOOK AN APPOINTMENT.

➤ **Target Audience**

Here the mostly the customers were college students with government laptop (Cyberage Scheme) and some customers usually with low-end specifications who needed a boost.

➤ **Marketing**

To market this I designed brochures and circulated to my age group who I am sure has systems running slow. Now many people were in disbelief that how can a 5–6-year laptop be speed up more than what it was out of the box.

➤ Seeing is Believing



Many of us find it hard to believe in something that we haven't come across before so. We came up with an idea of Short Vlogs. Where we reviewed, unbox, showed the before and after difference and uploaded on social media/YouTube. And this convinced a lot of people.



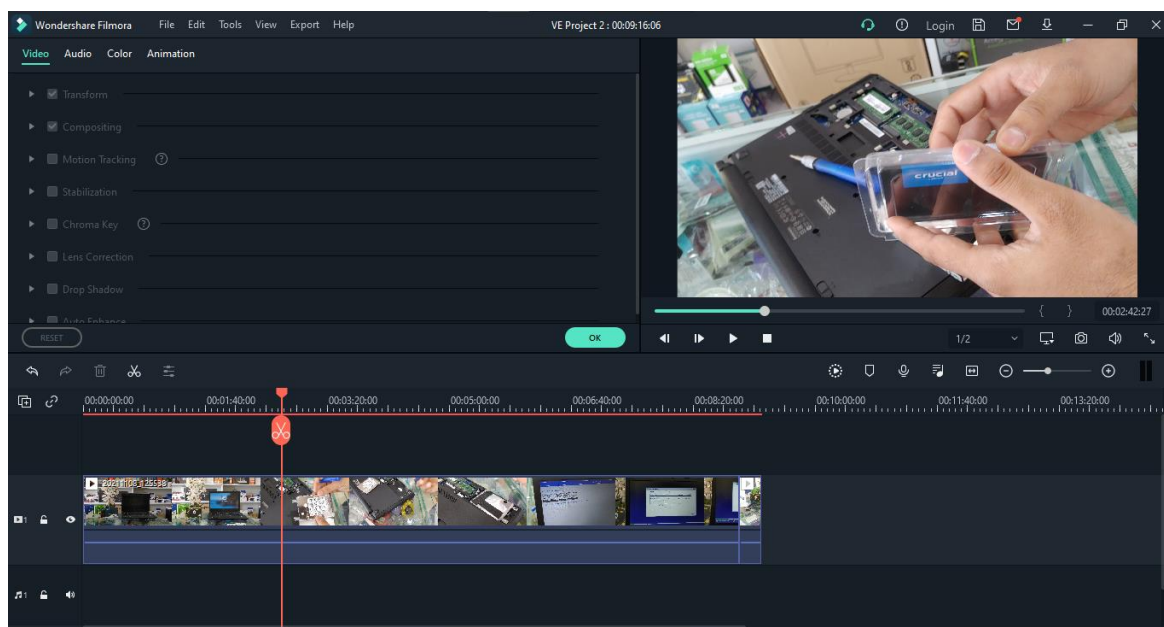
➤ Shooting YouTube Videos

- Topic/Content –
comparison Video of SSD VS HDD



- Script-
keep a script ready which covers information of the product its price and basic features. In this case we specifically stress on price and speed.
- Good Lighting-
To get the best quality out of a video it is important to ensure good light source be it natural light or artificial lights. Or both.
- Less noisy environment-
The microphone is very sensitive and can pick up many unwanted sounds which will make the video seem unprofessional.

- Tripod-
This helps to keep all the shots steady.
- Camera (DSLR)-
Preferably a DSLR because of the multiple settings you can adjust based on the scenario. That is the ISO and Aperture for lighting and Frame Rate depending on the type of shot.
- Mike-
Many DSLR comes with Built in Mike. But one can opt for external mike for better quality.
- PC for editing-
A Laptop or Desktop with good spec like 2-4GB Graphics, Intel i5-i7/ AMD Ryzen 5, 8-16 GB RAM, SSD/NVME m2.



- Editing Software-
Flimora X, Adobe Premiere Pro.

➤ Products Sold

➤ **Motherboard**

The motherboard is the backbone that ties the computer's components together at one spot and allows them to talk to each other. Without it, none of the computer pieces, such as the CPU, GPU, or hard drive, could interact. Total motherboard functionality is necessary for a computer to work well.



ComputerHope.com



➤ **Brands**

- Digilite
- Asus.
- Zebronic
- HIS
- Gigabyte Technology.
- MSI (Micro-Star International)

➤ **RAM- DDR3,DDR4**

RAM stands for random-access memory, RAM is essentially short term memory where data is stored as the processor needs it. This isn't to be confused with long-term data that's stored on your hard drive, which stays there even when your computer is turned off.

DDR3 vs DDR4?

KEY DIFFERENCES:

DDR4 consumes less power and faster in comparison with DDR3. DDR3 RAM is backward compatible with the older RAM generations while DDR4 RAM is not backward compatible with the older generation's RAM. DDR3 RAM has a 240-pin interface. On the contrary, DDR4 RAM has a 288-pin interface.



➤ **BRANDS**

- Corsair Vengeance
- Adata
- Kingston HyperX Fury
- Crucial

➤ SSD

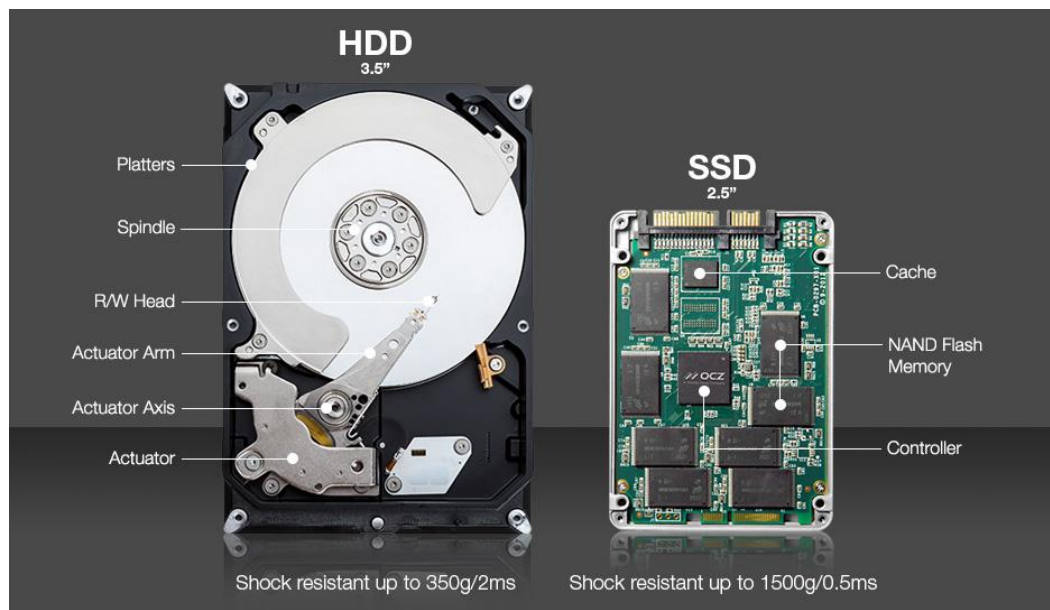
Solid State Drive

A solid-state drive is a solid-state storage device that uses integrated circuit assemblies to store data persistently, typically using flash memory, and functioning as secondary storage in the hierarchy of computer storage.



➤ Hard disk

A computer hard disk drive (HDD) is a non-volatile data storage device. Non-volatile refers to storage devices that maintain stored data when turned off.

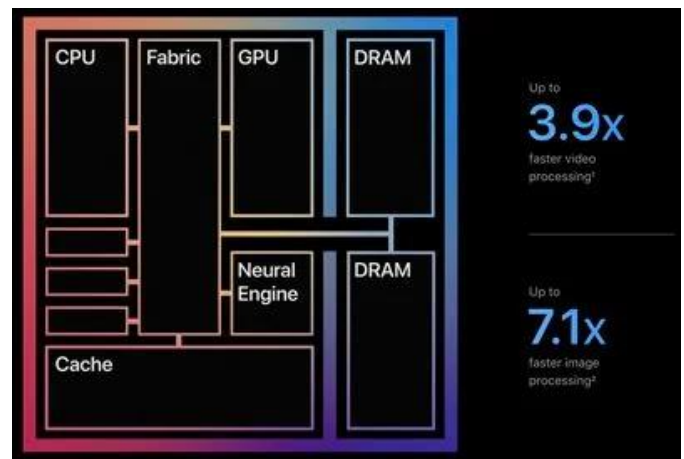


➤ CPU

central processing unit (CPU) The CPU performs basic arithmetic, logic, controlling, and input/output operations specified by the instructions in the program. This contrasts with external components such as main memory and I/O circuitry, and specialized processors such as graphics processing units (GPUs).

➤ Types of CPU

- Single-core CPU. It is the oldest type of CPU which is available and employed in most of the personal and official computers
- Dual-core CPU
- Quad-core CPU
- Hexa Core processors
- Octa-core processors
- Deca-core processor



The Apple M1 is an ARM-based system on a chip designed by Apple Inc. as a central processing unit and graphics processing unit for

its Macintosh desktops, MacBook notebooks, iPad Pro and iPad Air tablets.

➤ GPU

Graphics processing unit

graphics processing unit (GPU) is a specialized electronic circuit designed to rapidly manipulate and alter memory to accelerate the creation of images in a frame buffer intended for output to a display device. GPUs are used in embedded systems, mobile phones, personal computers, workstations, and game consoles.



➤ Popular Brands

- Nvidia.
- AMD.
- Asus.
- MSI
- Gigabyte.



➤ SMPS

Switched-mode power supply

A switched-mode power supply (SMPS) can be understood as an electronic circuit converting power with switching devices that turn on and off at high frequencies. They are also storage component like inductors or capacitors that supplies power when the switching as at its non-conduction state.



➤ SMPS Barands

- Corsair
- Cooler Master
- Antec
- VIP SMPS
- Frontech
- ASUS ROG
- Zebronic

➤ Cabinet

The cabinet contains a computer rack for mounting computers or other electronic equipment. Cabinets come in a variety of sizes, colors and styles and may contain baffles and fans to facilitate cooling and minimize recycled and bypass airflow.



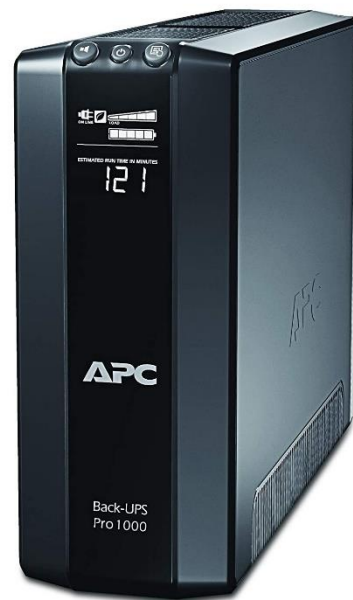
➤ BRANDS

- Corsair
- ROG ASUS
- Zebronics
- VIP
- Antec

➤ UPS

uninterruptible power supply

A device that allows a computer to keep running for at least a short time when incoming power is interrupted. As long as utility power is flowing, it also replenishes and maintains the energy storage.



➤ UPS Brands

- Zebronics
- iball
- V Guard
- Luminous
- Artis
- Microtek

➤ Monitor

A computer monitor is an output device that displays information in pictorial or text form. A monitor usually comprises a visual display, some circuitry, a casing, and a power supply.

Currently, there are six main display types used in mobile phones: TFT LCD, IPS-LCD, Capacitive Touchscreen LCD, OLED, AMOLED, and Super AMOLED.



➤ Monitor Brands

- ASUS ROG
- SAMSUNG ODYSSEY
- Benq
- AOC
- Dell
- HP
- Zebronics
- LG
- Viewsonic



➤ **Why did I choose to work at Smartputers?**

I always was interested in technology and as a small hobby I wanted to always learn more. And whenever I had technical problems with my computer, I found it simply unreasonable to get it fixed. Hence this motivated me to join a computer firm and gain knowledge of some tricks that can solve every day issue.

What actually motivated me was the need of money, as I have a liking towards photography investing in new lenses are pretty expensive for which I didn't have sufficient funds. An idea struck when I noticed that I have a spare Computer lying in the house and something that I'll never used.

With the rise of pandemic people were on a look out for Used computers withing 10-20K and I offered a good deal and got customers immediately because I advertised free game titles (for which some customers were just ready to buy the games)

This success gave me a thought of how I could be useful in sales. And then joined Smartputers and handled sales and proposed ideas to target work/study at home customers.

Gradually after observing daily issues, I tired to find a way to get a solution and target people with those issues. Like boost PC speed with 100% results.

➤ **What have I learnt?**

I have come across many customers some very demanding some total waste of time and some confused. Over the course of time, I have understood that patience is key. There were several occasions of customers asking for quotation but uses your build suggestion and gets the same from elsewhere. Some customers needed to be treated with some diplomacy.

This has boosted my confidence to face customer and solve problems. With the course of time, I have learnt basic repairs which I can fix my system on my own independently and can even suggest buying options for new PC's.

➤ **How would I manage the business?**

If I happened to own this business there are few changes, I would have implemented to stand out from the competition. Most of the computer sales and repair stores are in a typical shop and no doubt it does do the job.

I would have introduced a concept same as a shopping mart but here it's all just technology.

There will be special stalls which will have the latest hardware rigged up so that any interested user can test and have a hands-on experience and be confident enough to buy.

For example, a latest Graphic card RTX 3090 Trinity 24GB ₹2.71L this is a huge investment and to gain confidence of the customer its good to have this setup so that the customer can spend their time and agree to buy it.

The same goes with latest CPU's we could have an INTEL VS AMD side by side experience which gives the best results for comparison.

There will be a section for Gaming zone and Editors Zone both with leading specs PC's and the best internet connectivity. With membership access pass. This will target Gamer's youth and the production team that use movie editing software.

Repairing / Building a PC is a piece of art.

Just like any supermarket having aisles of cash counter. Here we will have aisles of Builders and fixers who will perform the service live behind a transparent counter and a Display for detailed view. This not only entertains the enthusiast customer but also acts as a evidence of what parts we are using.

Our customer can custom place their order from our website and have it delivered.

➤ **Conclusion**

➤ **How I developed my salesman ship?**

This came to me naturally where I first needed to fall in love with the product to understand what its purpose is and what its capable of. Who are its demographics? and just like that I could find a way to sell.

➤ **Self-Learnt**

If I ever needed something I didn't get it quite easily. I needed to market it to my dad get him interested in it not forcefully but very subtle so much so that he doesn't know till the end moment.

It's more like I had to make him love it and then it's easy. Example just a WIFI connection took me 3-5 months of marketing to my dad on why we need a WIFI and he had a strong point of we all have JIO data.

This was the one of the most difficult sales I have ever done. And my dad could be one of those tough customers.

To convince my dad I had to do a lot of research of Pros and Cons of having a WIFI well although the PROS > CONS the cost didn't really justify.

With more research I found ways of cost cutting to introduce something new. Like discontinue TATA sky which let's say has a monthly bill of 700 ₹ a month where we just end up watching 5-6 channels. Whereas a subscription to Netflix

and few others OTT seemed to have the latest movies available anytime. So, it seemed reasonable now. Having convinced my dad in many scenarios made me feel confident that I have the quality of good salesmanship.
