

**AN INTERNSHIP REPORT ON**  
**MYGOA365**  
**SUMMER INTERNSHIP**



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**Goa Business School**

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**STUDENT DECLARATION**

I Ramkrishna Umakant Naik the student of Master of Business Administration (MBA) from Goa Business School hereby declare that the presented report of summer internship is uniquely prepared by me under the mentorship of Teja Kandolkar after completion of 8 weeks of internship at **MyGoa365** and I dint breach any copyright act intentionally.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of the opposite party of the corporation.

Ramkrishna Umakant Naik  
Master Of Business Administration (MBA)  
Goa Business School

## **Acknowledgment**

I would like to express my sincere gratitude and appreciation to all those people without whose participation and assistance my internship would not be completed. All of their names may not be enumerated.

My special thanks to Mr. Ankush Kakatkar for giving me the opportunity to explore various departments in MyGoa365 and also making me part of their marketing team, I would also like to thank Mr. Akshay Naik for smooth on-boarding and for support and Guidance which shaped my work throughout the internship.

I would also like to thank Goa business school for introducing the summer internship program and prof. Nilesch borde for allowing me to work with MyGoa365 finally I would like to thank my mentor Prof Teja Kandolkar without whose guidance and direction my report work would have been incomplete.



**CERTIFICATE FOR INTERNSHIP**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Ramkrishna U. Naik has completed his internship at MY GOA 365 Gauravaddo, Calangute-Goa for the period of 14<sup>th</sup> May 2022 to 8<sup>th</sup> July 2022.

During the internship, he was found to be sincere, hardworking & dedicated towards the tasks assigned to him.

We wish him all the best & success in his future endeavour.

Issued Date – 8<sup>th</sup> July 2022

From

My Goa 365

**MY GOA 365**

**AUTHORISED SIGNATORY**

AnkushKakatkar

Sr. Manager

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## Contents

<b>Executive Summary .....</b>	<b>5</b>
<b>Profile of the company .....</b>	<b>6</b>
<b>Industry Analysis .....</b>	<b>10</b>
<b>Porter's Five forces of Analysis .....</b>	<b>10</b>
<b>PESTLE Analysis .....</b>	<b>12</b>
<b>Company Analysis .....</b>	<b>14</b>
<b>SWOT Analysis .....</b>	<b>14</b>
<b>VRIN (VRIO) Analysis .....</b>	<b>15</b>
<b>Department Analysis .....</b>	<b>17</b>
<b>Human Resource Department .....</b>	<b>17</b>
<b>Finance Department .....</b>	<b>19</b>
<b>Marketing Department .....</b>	<b>21</b>
<b>Operations Department .....</b>	<b>23</b>
<b>Inventory Department .....</b>	<b>23</b>
<b>Customer support Department .....</b>	<b>24</b>
<b>Learnings Derived .....</b>	<b>25</b>

## Executive Summary

I Ramkrishna Naik, student of Master of Business Administration(MBA) from Goa business school has done Summer Internship 2022 from MyGoa365 It is a firm well-known for all adventure trips in Goa like Water Sports, Dudhsagar Waterfall trip and other adventure trips, Holiday package and more.

This report talks about company profile of MyGoa365, activities offered by the firm, implementation of the activities. Followed by different industry and company analysis such as swot analysis to know about its strengths, weaknesses, opportunity and threats then VRIN analysis to categorise our resources into valuable, rare, Inimitable, Non-substitutable and other industry analysis that is PESTEL analysis and Posters five forces analysis to know what are the forces acting on the company

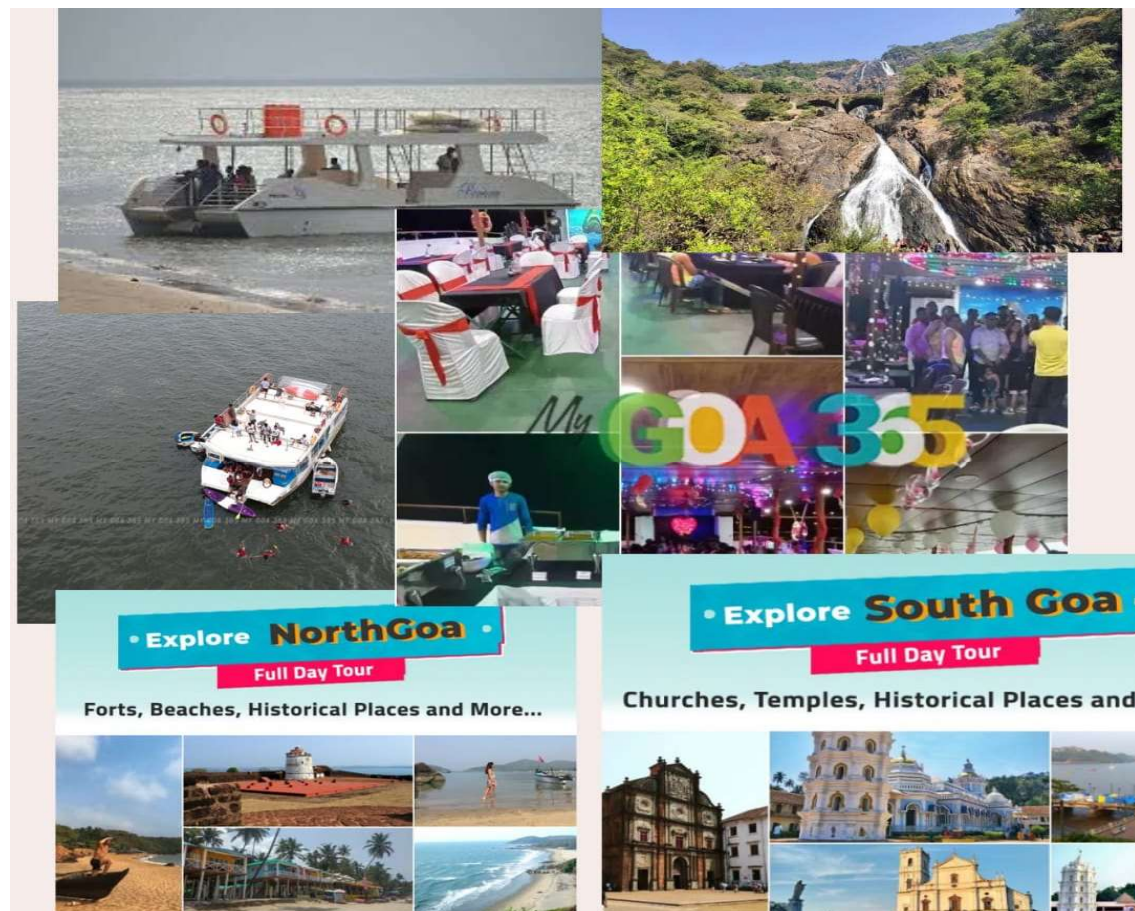
Further there is Departmental report of departments such as Finance, Marketing, HR, Operations, inventory, customer service, their linkage with each other their responsibilities based on their posts. how their work help organization to grow over the years along with this I have also given the brief of my tasks and learnings from this internship

During this internship, I was made to work with their marketing team where I had to attend clients to answer their queries or provide any assistance or guidance if needed. I was also given tasks on Social Media Marketing Search Engine Optimization (SEO) and Advertising via banner. Which helped me to explore new things in the digital marketing field.

As the summer internship was based the on Departmental study of a firm they allowed me to visit their various department and provided sufficient information. I was given permission to visit their Adventure Boat cruise goa where I was asked to observe various problem and provide solution and improvement.

## Profile of the company

A Visit To Goa Means Memorable Moments. And That Is Exactly What My Goa 365 Has Been Making Possible For Almost A Decade. Goa Is All About Water Sports, Cruises, And Adventures



### Background of organization

The business was started by two friends, one handles finance while the other handles Marketing, one of them has good contacts in the international market which has helped them to raise funds. below I have mentioned small history about them

They Have Been Providing Water Sports And Adventure Activities In Calangute Since 2008 but it was done in small scale, cruise was on rent and not in good condition and limited activities. Then in 2013 MyGoa365 raised funds and bought its own cruise And Have Expanded Across Different Verticals

In 2011 we also started with dinner cruise in a partnership, customers were offered candle light dinner, and dance floor in an romantic environment, which dint work as they planned and they had to close it down. Then they came with dinner cruise party, they hired anchor

to play games and live events were conducted, different folk dance were introduced which started attracting customers

Now the company has employed almost 40 employees and climbing the ladders of success. they are also planning of expanding it across the other states by 2025

### Brief Introduction

With Over 1 Lac + Satisfied Customers And Recognition As An Award-Winning Travel And Tourism Service Provider, We Have Been Making A Difference To The Travel Industry In Goa For More Than A Decade. From Adventure Trips To Watersports Trips To Family Trips And Dudhsagar, We Offer Everything In Between So That You Are Never Out Of Your Next Adventure Trip.

We Offer All Activities Like Adventure Catamaran Trip, Scuba Diving, Snorkeling, Parasailing, Boat Trip, Banana Boat Ride, Bumper Ride, Boat Ride, South, And North Goa Sightseeing Tours, Crocodile Trip, Dolphin Trip, Fishing Trip In Goa, Dudhsagar Waterfall Trip, Jet Lev Trip, And Other Day Trips For Travelers In Goa.

From Dinner Cruises To Overnight House Boats To Dolphin Spotting And Crocodile Or Bird Watching Trips, Our Cruise Trips Can Be Customized To Your Preferences.

Explore The Natural Attractions In Goa Or Engage In Adventurous Expeditions, Boat Parties, Or Make The Most Of Our Watersports Packages. Some Of The Key Attractions Of Our Adventure Trips Include Dudhsagar Waterfalls, Tambdi Surla Waterfall, And Amboli Waterfall.

A Family Trip To Goa Should Give You Unforgettable Memories You Can Cherish Forever. My Goa 365 Makes Sure That You And Your Family Make The Most Of What Goa Has To Offer. We Offer A Wide Range Of Trips Allowing You To Engage In All Different Kinds Of Events Adventures – Adventure Boat Trip, Dudhsagar Waterfalls Trip, Overnight House Boat In Mandovi River, South Goa Trip, Monsoon Natures Trip, And Waterfall Trip, Scuba Diving, Adventure Watersports, North Goa Trip, And Much More

### Mission

To Avail All Activities related to Water-Sports, Cruising, Trekking, and more at a door steps of customer at affordable prices

### Location

We have based our 2 offices in Calangute and Panaji where registrations are done, now there are different places for different activities so customers are taken to respective places via transport to get adventures experience

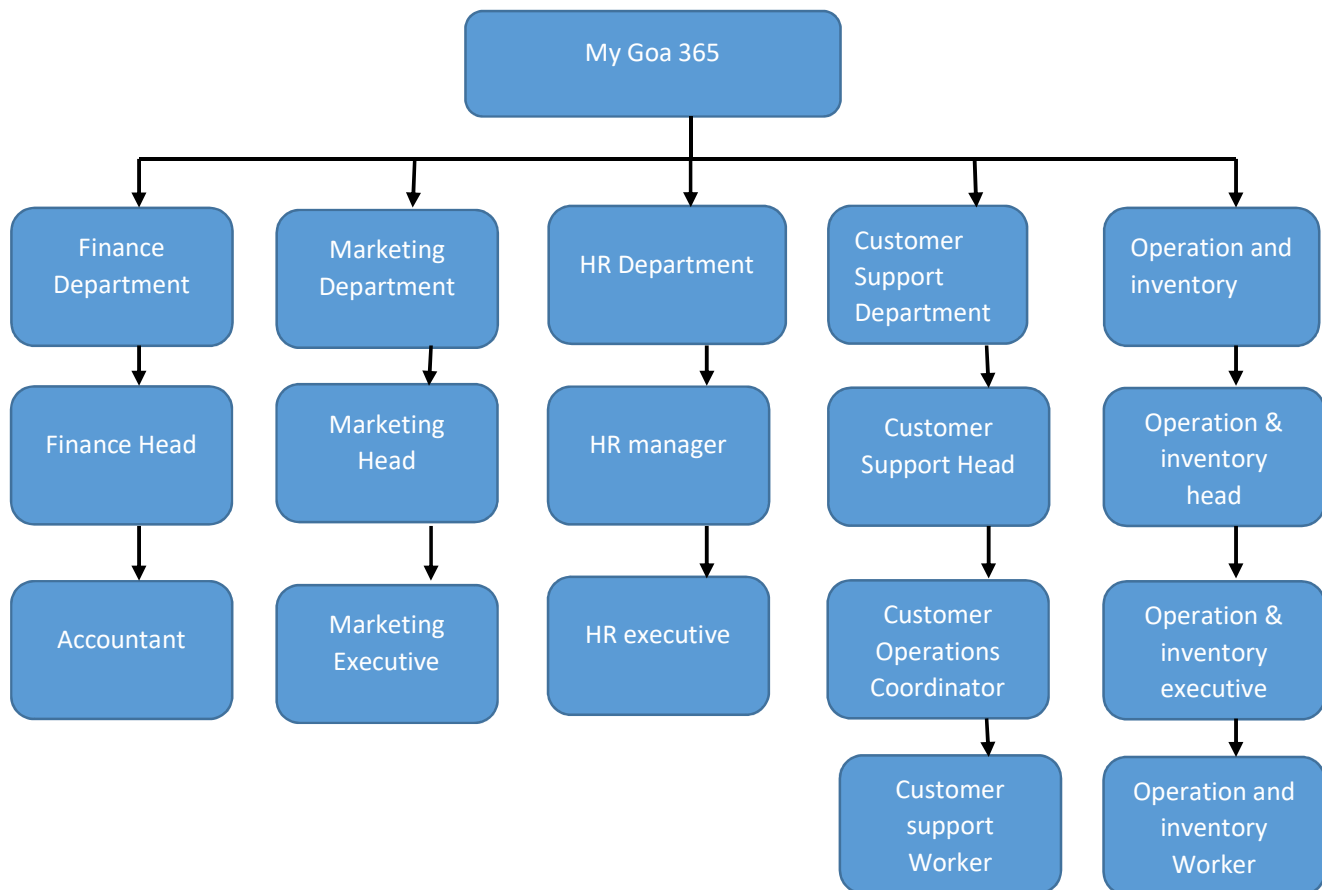


Organisation structure

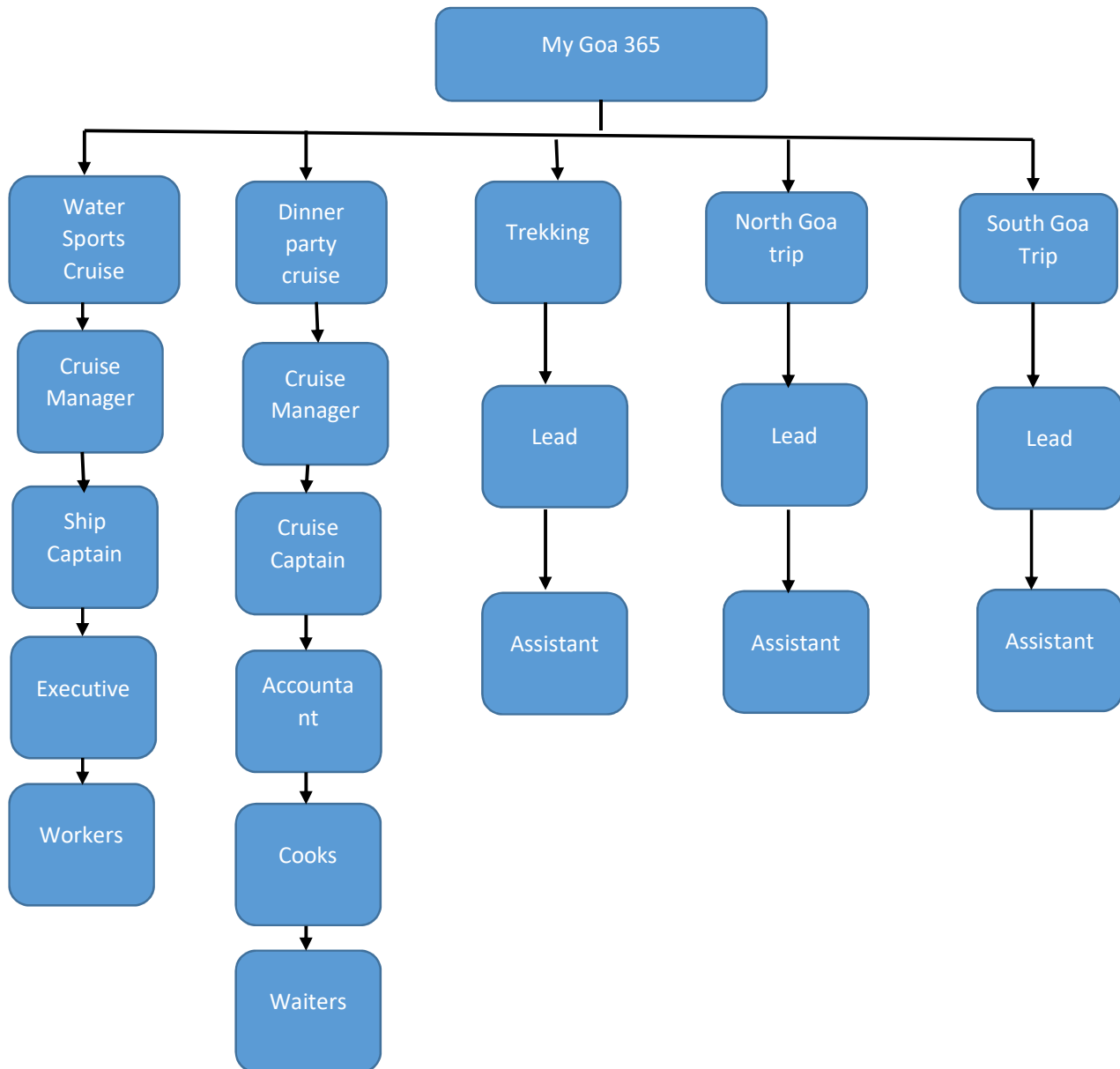
## Main Office

Organisational structure of the main office from where all other businesses are handled. there are 20 employees working in the main office which takes care of finance, marketing, HR, customer support and more

Main office structure is given below



## Each business Structure



## Industry Analysis

### Poster's Five forces of Analysis

#### Threat of new entrance

- There are new entrance such as Dolphin ride goa which have entered the market and focuses only focuses Dolphin rides instead of taking all other sports which are given at only 200rs, people find it cheap instead of our entire package of 1000rs which has affected water activity sales.
- Water mark floating bar and restaurant has affected Dinner cruise. As it is providing same Experience as our dinner cruise but at reasonable prices.

#### Threat of substitute

- Recently Coracle rides have been coming in lot of hearing, and customers are getting furious about ride instead of Kayaking and canoe rides
- Jet ski is good substitute for speed boat. Jet ski being one – two sitter ride it is more expensive then speed boating



Oracle ride



jet-ski

#### Competitive rivalry

- Santa Monica – Cruise agency is one of the old rival for cruise party who has a majority of market share.
- Goa Boat cruise, Adventure boat cruise are adventure cruise competitors and market share is evenly divided
- We try to overcome the competition by giving discounts, coupons, and other benefits



Santa Monica

Bargaining power of customer

- Bargaining power of customer is low in peak seasons like Dec-Jan as demand is high though there are lot of competitors and substitute but tourist entering goa are also high so customers get evenly divided
- Bargaining power of customer is high in off-seasons as there is declined in customer and competitors try to pull customer with lower price and offers

Bargaining power of supplier

- Bargaining power of supplier is low when it comes to food and beverages and other small – small things as there are plenty of suppliers are available in the market and low switching cost
- When it comes to bargaining power of boat and Cruise manufacturing firms bargaining power of suppliers is high as few number suppliers and there could be high switching cost.

## PESTLE Analysis

### Political factor

- Government Policies change over time, flexibility to adapt this changes and planning new strategies becomes hectic work
- The health and safety related policies affect the business most. Which include hygiene in and around
- Taxation factors affects the sale and price of company, companies must require well financial planning and knowledge to minimize it.

### Economic Factor

- Growing Labour cost is matter of concern which has lead to less profit for the owner
- Recently growing inflation has made us increase our price which has intern affected to demand of our service.
- Growing tendency of people to visit goa has ensured better revenue.

### Technological Factor

- Technological Advancement such as CCTV cameras have been installed for safety
- Accepting card and online payments via smart phone has started
- Mobile application and website has been introduced to check offers and book tickets
- Software to manage accounts has been introduced to minimize the Accounting errors
- Social Media Technologies has helped to promote MyGoa365

### Environmental Factor

- For Cruise activity water level, water tide, and movement of waves becomes critical factor
- Based on river waves, whether they are quite or furious the place for activities are choosen
- In the season of Nov, Dec and Jan there is more demand where as in rainy season there is min demand as tourist are less
- They need to check on competitors as well how they are making change in offers and price rate and accordingly even you need to adjust the price else customer will prefer them over you

Legal Factor

- Removing different licences takes lot of time and efforts and it's a lengthy process  
some of required licenses are
  - Tourism Licence
  - Registration Certificate
  - Passenger Licence
  - Shop and Establishment
  - OUPV Licence
  - Boaters Safety Education
  - The Master Licence, and more
- Regulate partnership bond between two partners for legal safety from fraud
- Employees are made to sign legal contracts and MOUs
- Safety and protection of customer is legally enabled
- customer can file case against you, if someone drowns or any other damages, so complete rules and regulations policies need to be Legally maintained
- Proper insurance need to be there

Social factor

- Participating in save water save life and contributing financially for the same.
- In this busy life style people want everything at ease which is what we are trying to provide.
- Treating your employees with respect no matter what position he is working.
- purification of excretion waste before disposing into river and more.
- We Prefer local employees where we can.

## Company Analysis

### SWOT Analysis

Strengths	Weakness
Advance Safety precaution for emergency eg. If someone is drowning or first aid emergency	Fluctuating cashflow- there is no even sales everyday sometimes more some times nil so financial planning and backup is important
Place of business Being in heart of Goa where people often visit and probability of potential customer is high	Limited market share & less brand loyalty- There are plenty competitors, therefore market share
Local staff – we prefer recruiting local staff where we can as it provide employment to locals and also provide economical stability for state	High staff turnover- Most of the sales money goes in paying wages and staff salaries
Variety of offering- We offer variety of activities in cruise which attract more customer	
Limited emerging new entrants Cost of setting up the business is very high so there are less emerging new entrants	
Strong social media engagement for promoting our firm as well as Models and photographers. so they get shout out and people start following them and even they help us in promotion by advertising us on their social media	
Strong brand building	

Opportunity	Threats
Tie-ups with more hotels and service firms can boost its presence	Rising fixed cost, due to inflation and other repair an other cost
Expanding from Goa to Neighbouring states like Karnataka and Maharashtra and other states in india	Consumers becoming more price sensitive
Introducing in Jet-Ski and Oracle rides	Key Competitors gaining market share
	Competitors introducing and improved product can lead to loose of customers
	Cheap Combo package introduced by other portals

### VRIN (VRIO) Analysis

VRIN/VRIO analysis is a strategic tool that is used for assessing and evaluating our resources and determine strategic advantage

#### Valuable

- Cruise, yacht and employee team

Most valuable thing is cruise and employees them self's without them, there is no company

Brand image

Brand image has been developed over the long time through continuous efforts and is a unique and contains high brand integrity

- Relationship with suppliers and other service helpers

Relationship with suppliers and external service helpers can help in efficient distribution and service system to the company

- Innovation

Innovation can make processes more effective and operational cost is reduced for the company

#### Rare

- Problem solving skills

There are always problems while handling customer some reach late at pickup spot, some have package problems so instead of arguing and losing customer it's better to handle them carefully

- Risk Management

Higher managers are responsible for risk taking decision whether to buy new equipment, whether to invest in some firm. Risk can only be taken on previous data so analytics is very important

- Adaptability

Firm should always ready to adapt new things or else they might lack behind, for that My Goa 365 is always provide them necessary training

#### Inimitable

- Quality product offering



We treat customer like our family and believe in customer satisfaction along with variety of Activities

- **Rapid Customer Care Service**  
Our customer care is always ready to help and assist for any enquiry or transport related problems
- **Marketing Communication**  
We always try to stay connected to our followers on social media with daily posts and stories and even try to answer any queries as soon as possible
- **Affordable pricing**  
We try to minimize our working cost with help of modern technology and equipment's, to bring package value as lowet as possible

#### Non-Substitutional

- **Financial strength**  
Finance is the most important factor in any business and it cannot be substituted by any thing.
- **Technological integration**  
Integrating with Technology has helped us to work conveniently and rapidly with less errors
- **Organizational culture**  
Organisational culture helps company to stay united and go long way and it is one more important factor which cannot be substituted
- **Marketing**  
Marketing helps in representing the firms, conveying its offering and services without which no-one will companies your existance

## Department Analysis

### Human Resource Department

Human Resource is of paramount importance for the success of the organization and is the most important asset for our organisation. Its primary objective is to ensure the satisfactory accomplishment of the tasks of an organisation, individual and management. Also Helps workers in accomplishing individual and organisational Goals

HR Department carry out many function some of which is as follows

#### Recruitment and Selection

When it comes to recruitment, recruitment is done in month of September and October 70% of employees are taken on contract basis, the planning for the recruitment starts from June. Google form is circulated among the department head where they are asked if they will be required any new recruitments or any other needs, once that is done. They have meeting between the heads where they discuss all previous problems, feedback and their solutions as well as recruitment.

Procedure for recruitment of office employees non-office employees is different for office employees

1. CV's are collected from different mediums
2. CV's are short listed on basis of Qualification, Job experience and Department requirement
3. Shortlisted CV's are sent to respective Departments for further selection process.
4. Final shortlisted people are asked to come for interview and final selection
5. Selected appliers are offered job by signing Contracts and MOUs

For Non-office employees

The firm is based on adventure trips like water sports, trekking in Goa. Locals from that trekking region in goa are preferred as they will have better idea of that region, These people are not selected based on their merits but based on their knowledge of that place. This peoples are mostly searched and selected by the influence of some people. General training is provided to them for some emergencies. for water sports, special trained employees are bought from malvan region. they have all the knowledge about different types of water sports

### Training and Development

Office employees are given training in the office itself by working under the respective manager where new join are given small tasks to perform and corrected where they go wrong and some standardized procedures are explained which they need to follow

Non-office employees are given special training like first-aid, how to work when there is an emergency, whom to inform and ask for help, if someone falls during tracking then how to treat that person, if someone is drowning how to provide them help using speed boat and other equipments are explained by the seniors

#### Pay Rollouts/Compensation/Benefits

Salaries are credited on the 30<sup>th</sup> of every month, there are no many benefits for the employees on contract. They get festival bonuses And only 10 sick leave and 5 casual leave. For fixed employees, there is an increment every year, petrol allowance, gift hampers at festivals and other fixed benefits. For non-office employees for water-sports, there is 8-month work and 4 months paid less break, during work they are also given breakfast, lunch, dinner with rooms to stay as they come from far places like malvan

#### Employee Relations/Satisfaction

HR department takes care that employees relations are maintained by conducting events and get-togethers, they conduct games to build team spirit. they also ask for feedbacks to know how they can improve the system and work on that and also help their employees in professional work.

#### Separation Process

If you want to exit the company you need to follow exit procedure

1. An employee must give a resignation before one month notice period
2. Employees need to approve their resignation from respective heads
3. After the approval request is sent to payroll staff who does further procedure
4. After all the procedures exit interview is conducted by HR department
5. Employee needs to pay the penalty if he resigns before the notice period

## Finance Department

The Finance department forms an integral part of any organization's growth this our department covers wider range of functions related to achieving financial stability for the overall system

### Budgeting

Budgeting is process of managing our income and expenses, proposing price of ticket after compilation of all operating expenses, taxes and profit. They work closely with department heads to get their expenses and decide budget for year of each department as well as whole company

Budget is based on

1. Revenue – income from our service recorded every day. Then they require to prepare tally with respect to passenger on-boarded with cash generated, this need to be done as we accept money in different mediums and through different agents.
2. Operating expenses – we have operating expenses like yacht and office rent, speed boat and rafting equipment maintenance cost and other food and beverage expenses
3. Employee expenses – it includes salaries to staff then stay and food for few and health insurance

All such records need to be maintained

### Tax and Compilation

The finance department ensure that statutory compliances are in order by submitting all government paperwork accurately and in a timely manner, they also need to ensure that licenses are renewed on time and insurances are up to date

### Finance planning and analysis

Analysis helps financial department to come in a position to scrutinize which helps senior management to take decision. one of which was they were about sign new yacht on rent in 2020 but just then pandemic came and analysis was telling that sales will decrease so they kept that deal on hold. Which turned to be great decision as sales almost came to 0 if that deal was done no matter what's your sales u had to pay the rent.

### Providing Strategic Guidance

Another key responsibility of the finance department is in crafting strategy that could potentially drive the growth. Based on the data collected by tools and feedback.

- Through data collected it was known that people were searching and booking tickets online so they invented their own mobile application from where you can check for offers, different adventures we offer and also book and pay for tickets that was one of good idea

- there is new sports in western Europe known as jetlay fly-board in which we had invested which back fired as the maintenance and operating cost was very high and later pandemics made it bad to worst then according to analysis it was clear in malvan reason it had more demand so we made it available in malvan through our partner which turned to be great move as half of the money got recovered and still recovering

the finance department can add significant value is in identification of the right pricing strategy

## Marketing Department

### Target Market

Target market for our firm is group of people who falls between 15-45 age range, we are targeted more towards tourists then locals, as goa is famous for beaches and adventures activities, people specially visit goa to have wild adventures fun. Which we offer with proper safety and precaution.

We Target/reach our customer using social media, Partnership Marketing with Hotels and SEO By which our sites are shown at the top. Our prices are in affordable range of 1200 to 1500 for 4 hours which includes dolphin site seeing, water sports, fishing activities plus food and preferred by tourists then locals.

### Competitors Analysis

Market is found to be highly competitive this is due to the presence of domestic and international players in the sector. Some of the competitive players are Goa Boat Cruise, Adventure boat cruise this players are concentrating on service expansion and innovation to meet the customer needs by offering variety of services like surfing, paragliding such type of services help to dominate market over your competitors but the risks are also high.

### Marketing Mix

MyGoa365 have competition from its competitors in multiple direction and in multiple ways. Marketing Ps can help us understand it better

#### Product

Being one stop shop for all adventures we provide plenty of customizable packages to the customers with respect to their preference some of the common services are Adventure boat cruise, Dinner Cruise party, Dinner Cruise Goa, Dudhsagar Trip, Under water sports like scuba diving, this also includes sight-seeing trips like North Goa Full Day Tour, South Goa Full Day Tour, crocodile trip, dolphin trip, and more at affordable prices

#### Place

Our trips are done all over the goa, main office is in Calangute and Panaji as panaji being capital of goa and calangute being most visited tourist place, This help in effective reach to our potential customers.

For water sports we prefer place where sea water waves are stagnant and less movement so water near Divar island is preferred, For dinner cruise is done in an around panaji belt under mandovi bridge in Mondovi river Dudhsagar and other adventure trips are done their respective places Dudhsagar trip is done at Dudhsagar waterfall for some valpoi type area is preferred Dolphin Chrocodile and other site-seeing places are shown at their respective places.

### Price

Our service is being targeted at tourist customer and is at affordable rates. The rate chart is mentioned below

Services offered	Price
Adventure boat cruise	999
Scuba Diving	2499
Dinner Cruise party	1499
Dinner Cruise Goa	1499
Dudhsagar Trip	1599
North Goa Full Day Tour	350
South Goa Full Day Tour	350
Customizable trips for different site-seeing	Can Vary

### Promotion

Through good promotion our aim is to built strong brand image which can help in creating good impression, grab the attention of our target audience.

### Social media marketing

An normal individual spends plenty of time on social media, that is best way to target customer, posting scenic videos and pictures, giving shout out to local models by sharing their pictures with proper permission and procedure which help people to connect to the post.

### Partnership Marketing

We have done partnership with hotels for complete holiday package. Where they get all trip together in package such as stay, places to visit, transport adventure and worry, hectic process of searching is removed from equation

### Video Production Specialist

We have also hired part-time video production specialist who is paid according to work. Their aim is to provide proper content to the marketing team collaging pictures, inserting music and make the video attractive

### Photographer

We have hired Drone photographer who helps in clicking iconic pictures from drone they can also be hired by the customer for their personal photoshoot with fee of 400 Rs. They are responsible for editing and clicking scenic pictures

## Operations Department

Operating Department takes care of all the operating on-board work and makes sure customer satisfaction is achieved they are mentioned below

### Managing trips

Once the registration is done then the list of registered customers is forwarded to Cruise manager where he makes sure that customers are on boarded or not if the customers are late then there is a 15min buffer time where speed boat is used to bring customer to boat from sea-shore this all things need to managed by Cruise manager.

There are 2-3 places where people are allowed to swim and do water activities so based on water level and tide, cruise manager takes a call where to have such activities. When to start with activities all such decisions are taken by him

### Instructing customers

They need to keep instructing their customer about where to assemble for food and drinks, then when to enter water for activities and need to keep eye on customers who have entered water and make sure they are not doing unwanted mischiefs

### Inspection

Inspection team need to make sure that cruise is being cleaned after every trip and hygienic is maintained, count the number live jackets then safety equipment's

## Inventory Department

### Engine fuel

For 2 trips we require 4000 worth marine diesel oil so they need to make sure that that much of diesel oil has been delivered to cruise along with this they need to take care that speed boat fuel has also maintained

### Beverages required per trip

The count of beverages finished, supplied need to be maintained and records, make sure that there is no shortage of drinks and there is no inconvenience for the customers

### Food to be ordered for customer

for lunch we provide biryani for our general package but we also have customizable packages where customer can order customizable lunch for them, this is done and asked during ticket booking and management team need to make sure such type of orders are delivered to the customer and customer satisfaction is maintained

### Requirement of live jackets

Operating team sends the count of live jackets if there are less or some are faulty inventory team need to replace them and need to make sure that number is maintained or any other equipment's are required then inventory management comes into Action



**Customer support Department**

As we have provided customer support number on our sites and different social media, people try to contact our customer support where they provided with all the necessary information and assistance such as timing and place of pickup and even if there are on-going offers they are explained to customers. they also help in providing transport for customer from their hotel to pick-up place at minimal fees which intern help local taxi driver to earn as-well

Customer support is also responsible for Informing cruise manager about customer delay so that if customer gets late he need to keep the speed boat ready to get them from the shore

## Learnings Derived

- Have worked under the marketing team and got to learn how they target on social media and learned about post designing and video editing.
- Understanding working Search Engine Optimisation and how they show your site on top.
- Attending Customer cares calls and providing solutions to them.
- Website Handling to check if money is credited or not answer to different queries
- Got some idea about office politics, how people try to put their work on you
- Handling and assisting customers on cruise
- Got to learn, the entire recruitment process which is explained above
- Problem solving if customer ask for help for assistance how to behave and talk to them
- Working on their latest purchase software for their employees
  - I was asked to use the software on their PC as well mobile check how it works
  - Create demo attendance employees
  - Demo Completion of daily work tasks
  - Experimenting with the software and find glitches if any
  - Checking if the database can be extracted from application in excel format
  - Reminding tasks to employees
- Understanding operations on the cruise
- Understanding each water activity separately.
- Visiting secret island in Divar