



Promising Futures

THE GGS INTERNSHIP PROGRAMME POLICY

GGS provides an excellent opportunity to the Business/ Enterprise students to gain an insight into the business world and apply the skills taught in the classroom in real life business setting. To put this vision into a reality, the school, offers the students a chance to do a two-week summer internship in various companies. The experience diversifies from understanding marketing, finance to manufacturing and other aspects and thereafter submitting a detailed report based on their research.

Objectives:

- To apply business concepts learnt in class in a business environment.
- To become familiar with the culture of business functioning
- To evaluate careers in marketing, entrepreneurship in light of personal career goals.

Schedule for the training

I. Collect background information

Before going for internship to the company, Conduct Library research on your organization and the goods/ services offered by it. This should include industry, type of ownership, location and mission statement

Analysis of Organizational Structure

- A. Present an organization chart. Show the structure of your firm, including positions of responsibility and lines of authority. Show how business operations/ / finance positions fit into the overall structure of the firm. Prepare an entire flowchart diagram of the relevant department hierarchy.
- B. Describe the responsibilities of persons in Business operations / finance positions. This information should come primarily from interviews with managers.

III. Analysis of the environment in which your firm is operating (PESTLE Analysis)

- Customer trends. Identify and discuss trends that may influence the behavior of your firm's target customer (e.g., demographics, lifestyle, confidence levels, and satisfaction). Be sure to give as many facts (including statistics, if relevant) as possible. Be sure to cite your references. Make a detailed report on each factor affecting the organization.
- Legal and regulatory trends.
- Economics factors
- Technological Factors
- Environment factors

IV. Financial Management (Go through the text Book first)

- Understand the role of financial Management in the company.
- Understand the objectives of financial Planning and how it is done
- Inquiry on Investment, financing and dividend decisions of the company for last 2-3 years.
- Sources of finance (Debt and equity)
- Capital structure and Procurement methods
- Description of factors affecting choice of appropriate capital structure of the company
- Understand the fixed and working capital requirements and factors affecting them

V. Business Operations

- A detailed report on Manufacturing Process involving
- Procurement of raw materials
- Domestic and International Markets where goods are sold
- Fixed and Variable expenses. (statistics of past 2-3 years showing trend)
- Research and Innovation
- Training of Labour
- Market share
- Growth Trends
- Rivals
- Principles of Management involved (Taylor/Fayol)

VI. Analysis of Marketing Strategy in brief

1. Product Strategy:

- Category or categories offered
- b. Product Mix (width, depth, consistency)

- c. Branding policy: Give the name(s) of brand(s) in the product mix. Does your company use individual or family branding? Show the trademark(s) of your company's brand(s).
- d. Brand (or corporate) image.
- e. Evidence of product innovation

2. Pricing Strategy:

- Position in market (e.g., discount, moderate, upscale)
- Type of pricing (e.g., cost-based, demand-based, competitor-based)

3. Communication Strategy:

- Advertising: Is message institutional, price or product-oriented? What advertising messages are currently being used? What media are used? Give examples! (e.g., print, broadcast)
- Direct marketing (e.g., direct mail, telemarketing, Internet)
- Personal Selling: Describe your company's approach to personal selling. How do sales representatives communicate with the customer? In person, by telephone, or electronically? What efforts do the sales representatives make to develop a "relationship" with their customers?
- Sales Promotion: Describe your company's sales promotion program. Examples of tactics include, but are not limited to: consumer promotion (coupons, premiums, contests, samples, point-of-purchase display)
- Customer service. What efforts does your company make to support its products after-sale?

4. Distribution:

- Describe the channel through which your company's products are marketed. Provide a diagram (or diagrams) showing the location of your organization in the channel.

VII. SWOT Analysis and Recommendations for strategy

- What are the strengths and weaknesses of your firm compared to its competition? What threats do you see? What opportunities are there? What changes in marketing strategies would you propose for the next five years?

EXAMPLE:

- Verizon markets pay phone service (coin collection, repair, maintenance) to airports and malls. Its major strength is superior customer service. Its major weakness is price, in that its price is high relative to the competition. A potential threat is price competition stemming from deregulation. There are at least two opportunities for Verizon: 1) To position itself as the leader in customer service; and 2) To build customer loyalty by practicing relationship marketing.

VIII. Preparation of report

IX. Submission of report for evaluation