

Ref. No.: RU/TPO/2023/07/02

July 14 ,2023

**NOTICE**

**Internship – Urban Flea**

Incept Event is the official promoter of "Urban Flea" which is a unique concept that fuses flea market, music, entertainment and serves it on a single platter for the young, as well as family audiences in the city. The message of Urban Flea is to walk away from the noisy TV channels, and work-place pressures, into an environment where you witness creativity, and feel inspired.

Urban Flea is designed to cater to all senses. From mouth-watering food to surreal visuals and further to the experience of lively music at the venue is crafted by keeping aesthetics in mind. Urban Flea takes pride in introducing novel themes, and art-production to the audience in Ahmedabad.

**Job Description**

- Develop a growth strategy focused both on increasing the customer base and customer satisfaction.
- Contact the designers, traders and business men regarding their products and understand their taste.
- Conduct research to identify new markets and customer needs
- Cold calling and approaching new customers, arrange business meetings with prospective clients.
- Promote the company's products/services addressing or predicting clients' objectives
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers

**Graduates-Sales/Marketing**

**PREREQUISITES**

Proficient computer skills, Proficiency in English, Basic idea about fashion, Knowledge about prevailing customer needs and fashion trends , Communication and negotiation skills  
Time management and planning skills

- **Stipend** - INR 5,000 Per Month + Incentives
- **Interview Process:** English Language & Aptitude Test + Face to Face Interview

**Job Location:** Ahmedabad

**Students interested may revert to Ms., Preeti Das, Placement Coordinator, Rai School of Management by July 18, 2023**

**Rajesh Nair**  
**Training & Placement**  
**Corporate Resource Cell**



**Project Summary**

| Department | Objective of the Program |
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| Pride of Cows – B2C | <ol style="list-style-type: none"> <li>1) Competitor tracking and analysis</li> <li>2) Study current market trends</li> <li>3) Identifying new innovative marketing activities in given territory</li> <li>5) Assisting BDE in day to day plan</li> <li>6) Make presentation reports</li> <li>7) Customer acquisition with BTL activities</li> <li>8) Relationship building with customers</li> <li>9) Market visits and research about the product and identify the right opportunity for the same</li> <li>10) Identifying bloggers collaboration</li> <li>11) Conduct customer interactions, feedbacks &amp; surveys</li> </ol> |
| Pride of Cows – B2b | <ol style="list-style-type: none"> <li>1) Market visits with SO</li> <li>2) Tracking of the Stock in the given stores</li> <li>2) Relationship building with store managers</li> <li>3) Mapping and tracking of marketing activities at the stores</li> <li>4) Assisting SO for market visits</li> <li>5) Making report</li> </ol>   |

**Selection for internship** – In case of few students a one to one zoom meeting may be conducted and if number of Students are in large number, a company representative may come down to our campus for conducting GD ( Group Discussion)

Interested MBA – Sem 2 students may please arrange to send their CVs to [CRC@RAIUNIVERSITY.EDU](mailto:CRC@RAIUNIVERSITY.EDU) with the subject of the mail as Summer Internship – Parag Milk Foods Ltd. Followed by name of the student

**LAST DATE - FEBRUARY 14,2023**

**Rajesh Nair**  
**Training & Placement**  
**Corporate Resource Cell**