

A PROJECT REPORT

(18MBAPR407)

on the Topic

“A STUDY ON ASSESSING THE EFFECTIVENESS OF THE DIGITAL MARKETING STRATEGIES ADOPTED BY THEXBOOM UTILITIES PVT.LTD.”

By

VINAYKUMAR

USN: 1CY18MBA52

MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Prof NAMITA P KONNUR

Assistant professor

Department of Management

Studies

CMR Institute of Technology

BENGALURU

EXTERNAL GUIDE

VISHAL SAURAV

Mr. VishalSaurav,

chief executive officer

Xboom Utilities Pvt. Ltd.

BENGALURU



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

June/July 2020

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CERTIFICATE

This is to certify that **Mr. VINAYKUMAR** bearing USN **1CY18MBA52** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON ASSESSING THE EFFECTIVENESS OF THE DIGITAL MARKETING STRATEGIES ADOPTED BY THE XBOOM UTILITIES PVT LTD"** is prepared by him under the guidance of **Mrs. Namita P Kõnnur**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


Signature of Internal Guide


Signature of HoD

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Signature of Principal
Principal
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Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) _____
Name of internal evaluator

Affiliated to Visvesvaraya Technological University, Approved by AICTE New Delhi,
Accredited by NBA New Delhi, Recognised by Government of Karnataka

CERTIFICATE



Office Address: 23/24, Vittal Nagar, ISRO Layout, Bangalore-560078.
Phone No.: 080-26662616 Email: contact@Xboom.in Website: www.xboom.in

Date: 15/02/2020

To Whom so ever It May Concern

This is to certify that Mr **VinayKumar** has successfully completed an internship program on The effectiveness of digital marketing strategies Adopted by Xboom utilities Pvt. Ltd. under the guidance of Mr. Vishal Saurav.

The duration of the internship was one month (**January 2nd to February 15th 2020**).

During the period of his internship program with us, we found himself sincere, hardworking, technically sound and result oriented. He worked well as a part of our team during his tenure.

We take this opportunity to thank him and wish him all the best for his future

For X BOOM UTILITIES PVT LTD

A handwritten signature in blue ink, appearing to read 'Vishal Saurav', is written over a faint blue line.

Authorised Signatory

Vishal Saurav
Chief Executive Officer
Xboom Utilities Pvt.Ltd.
Bangalore.

Phone No.: 080-26662616 Email: contact@Xboom.in Website: www.xboom.in,
Office Address: 23/24, Vittal Nagar, ISRO Layout, Bangalore-560078.

DECLARATION

DECLARATION

I, **VINAYKUMAR** hereby declare that the Project report ENTITLED "A STUDY ON ASSESSING THE EFFECTIVENESS OF THE DIGITAL MARKETING STRATEGIES ADOPTED BY THE XBOOM UTILITIES PVT. LTD." prepared by me under the guidance of **Ms NAMITA P KONNUR** faculty of MBA Department, CMR Institute of Technology and external assistance **Mr. Vishal Saurav, XBOOM UTILITIES PVT LTD**, also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: **BENGALURU**

Date: **22/06/2020**


VINAYKUMAR

USN:1CY18MBA52

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I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, **Prof Ms NAMITA**, assistant professor of the Department of MBA of CMR Institute of Technology, Bangalore, for her valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External **Guide Mr. Vishal Saurav, XBOOM UTILITIES PVT LTD**, which helped me to a great extent in completion of the project work.

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VINAYKUMAR

USN : 1CY18MBA52

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EXECUTIVE SUMMARY

The study is undertaken at **Xboom utilities Pvt. Ltd** JHBCS layout, Bangalore, Karnataka , which is 5 years old, it is a leading suppliers & distributors of Self defence products. Xboom offers Pepper spray & self defence products across India. Their products are manufactured using best quality material sourced from allied and authenticated vendors of the industry. Ease of operation, modern features, high efficiency and reasonable prices of their products gives customers a true value for their money. As they provide custom based solutions to their customers in terms of packaging and shipping. It is a privilege of mine that I was given an opportunity to do my internship in Xboom utilities Pvt. Ltd. Which Is leading company in providing Self defence products with the use of modern technology, the company has more than 10 employees and it is located in Bangalore and one more branch in Delhi.

The first part is belonging to overall study relating to introduction, about internship, Industry profile and its reference on the study of this Organization. Moving further Organization profile, Background, Nature of business, Vision and Mission, Quality policies, product and services, profile areas of operation, infrastructure facilities, competitors' information, Future growth and prospects and Financial Statement. Heading forward i.e. SWOT analysis of this organization, where the strength of the organization is good intention and business for a cause., weakness is large production development cycle and it includes more risk and less focus on expansion, opportunities can acquire more customers by concentrating on educational institutions where there will be more female students and staff and there is a good scope to associate with security agencies and provide them with all necessary equipment and threats are exposure to global market sand threat from new entrants The financial statements i.e the balance sheet and profit & loss statements have been analyzed that the company is in sound financial health and improving.

I am thankful for this opportunity that was given for me to work with Xboom utilities Pvt. Ltd. And gain knowledge about the digital marketing strategies and how these strategies are usefull to find out potential customer through online.

CHAPTER 1
INTRODUCTION

Introduction

The twenty-first century and therefore the rapid development of latest and existing technologies have brought the range of transformation the increasingly spreading impacts of globalization and therefore the connection of individuals and things worldwide. Although e-commerce sales yet to stay a tiny low portion of 4 total 7 retail sales, the non-store format is that the fastest growing segment within retailing. While e-commerce is growing, future traffic and customer loyalty are decreasing. As a consequence, retailers are themselves with the increasingly sophisticated technology tools and customer centric marketing techniques to draw in and retain customers. Since the emergence of internet and rise of the mobile, the variability of channels and touch points has increased rapidly. Hence, retailers were confronted with new challenges and opportunities alike, to stay up with the constantly emerging technologies; anticipating the expectations of increasingly demanding customers; and applying efficient marketing strategies to create profitable and sustaining customer relationships’.

Supported previous research that confirms that digital maturity increases competitiveness this paper sets dead set analyse its benefits and can ultimately emerge a maturity model that is a guide for disrupted Swiss Premium malls to become the new industry disruptors. The demand for further analysis during this topic is underpinned by Daniel Kunz , head of Globus Zurich, who clearly states that digital is that the way forward for retail. To answer the research question, this paper is split into three parts. Firstly, a theoretical framework are presented that discusses the concepts of selling and digitization moreover as of maturity models. Secondly, an analysis is conducted that focuses initially on relevant paradigm shifts in retail, marketing and customer expectations to spot maturity goals, and subsequently on the alignment of currently available and emerging technological tools, which function the most drivers towards digital marketing maturity. During this part, the advantages of their implementation are investigated in detail. In an exceedingly third section, the findings are merged to a maturity model and tested at the instance of Globus. Lastly, a conclusion are drawn. Since research lacks presenting solutions to live the financial impact of a majority of selling tools, this report evaluates mainly non-financial benefits.

Furthermore, it supports and is basically limited to the thought of a customer centric approach. Since digitization impacts every aspect of a retail business, a digital transformation goes in line with a required internal cultural shift moreover as changing leadership and employee capabilities. Within the scope of this Bachelor's these shifts are addressed only briefly. Lastly, the technological advancements evaluated during this paper are limited to internet-based appliances.

Digital marketing means the marketing of the merchandise and services using the technology, mainly internet, it includes mobiles, advertising and the other medium. Digital marketing is developing since 1990s. it's changed the way of selling by using technology. Many companies incorporated the digital plans instead of establishing the physical stores. Digital marketing methods like programme optimization (SEO), programme Marketing (SEM), content marketing. Influence Marketing, Campaign marketing, E – commerce marketing, Social Media Marketing, E-mail marketing, Advertising, are getting more common during this advanced technology. Now a day's digital marketing extends to the non-internet channels that gives digital media, like sms and mms and calling and on hold mobile ringtones. Digital marketing cannot be separable from the technology. In 1971 someone named Ray Tomlinson sent the very first e-mail and his technology set the platform. People are allowed to send and receives files.

The company is all about Manufacturing and selling of self-defence of products, Self-defense is an act of countermeasure and it entails protecting oneself from damage and risk for health and nicely-being. In the prevailing, it has come to be very vital to have self-protection equipment and strategies to guard oneself. According to Indian Express article published on 21 Dec 2018 nearly 40,000 rapes pronounced in 2016 in spite of a greater consciousness on women's protection after the fatal gang rape of a scholar in New Delhi in 2012 that sparked nationwide protests and brought about harder legal guidelines towards sexual abuse. Now it is an excessive time and may be very crucial to have self-protection Products. Many NGO's and Government Organizations are engaging in focus camps and teaching girls with self-protection

techniques. Many start-ups taking this example as an assignment and with correct goal to provide society with better sources and device are into production and advertising of self-protection products which is each beneficial for the need or even profitable to the corporation as well. Even some of the martial arts establishments are giving free education to the working women within the education Ministry of Women and Child welfare Department is likewise taking projects to spread Defense Education across various regions. Days are getting insecure and there may be a need for self-Protection. Many humans argue the statistical boom within the reports of crimes towards women aren't merely the increase in crime however the frequency of reporting and figuring out these cases has ended more. Mere growth or lower in the crimes against women isn't count number but searching at the recorded facts human beings ought to be more involved.

Self defence strategies and recommended behavior underneath the chance of violence is systematically taught in self-defense training. Commercial self-protection training is part of the martial arts enterprise within the wider field, and lots of martial arts teachers additionally supply self-defense lessons. While all martial arts education may be argued to have some self-protection packages and self protection publications are marketed explicitly as being oriented toward effectiveness and optimized towards conditions as they arise in the real world. It must no longer be presumed however that game based structures are inadequate, because the training methods hired often produce good conditioned fighters skilled in complete contact combating.

However, there may be a difference between Martial Arts, and Self-Defense, and consequently as a popular principle, Martial Arts is unsuited for Self-Defense utility. There are a big quantity of systems taught commercially, many tailor-made to the desires of unique goal audiences (e.g. Defense in opposition to attempted rape for ladies selfdefense for kid and young adults).

Industry profile:

The Indian retail industry is that the largest among all those industries and has emerge together of the foremost dynamic and fast paced Industries thanks to the entry of several new players but all of them haven't yet tasted success thanks to the heavily initial investments that are required to interrupt even with other companies and compete with them.

It Accounts for over 10% of the country's Gross Domestic Product and around 8% of the use India could be a world's fifth largest global destination within the retail space. India is additionally among the very best within the world in terms of per capita place of business availability. The total concept and idea of shopping has undergone and a focus drawing change in terms of format and consumer buying behavior, introduction a revolution in shopping India. Modern retailing has entered into the retail market in India as is observed within the variety of bustling shopping centers multi stored malls and also the shoe supply shopping entertainment and food All under one roof. A large and dealing population with the median age of 24 years nuclear families in urban areas to gether with increasing working women population and emerging opportunities within the service sector are visiting be the key factors within the growth of the organized retail sector in India the expansion pattern in organized retailing and in conception made by the Indian population will follow a rising graph helping the newer Businessman 2 enter the Indian Retail Industry.

India the primary bourgeoisie and its most untapped Retail Industry are the key attractive forces for Global retail gains eager to enter into your market which successively will help the Retail Industry to grow faster the food Retail Industry in India dominates the basket the mobile Retail Industry in India is already a US dollar 16.7 million businessgrowing at over 2 % per annum.

Indian metal is anticipated to grow 25% annually. Modern retail in India may well be worth US dollar 175 to 200 billion by 2018. Retail and assets are the 2 booming sector of India within the present times IT industry experts are to be believed, the prospects of both the sectors are mutually enthusiastic about one another. retail, one in every of the India's largest industries, has presently emerged collectively of the foremost dynamic and fast paced.

Growth of retail companies in India continues to be not at in a very mature state with the nice potentials within this sector still to be explored. Most of the retail companies have stepped within the retail sector for better business. Most of the retail companies have stepped within the retail sector for better business. The expansion of retail companies in India is most pronounced within the metro cities; however the smaller towns are not lagging behind during this. Dharatal companies aren't only targeting the froth mattress in India but I is also considerin 2nd largest upcoming cities like Ahmedabad, Baroda, Chandigarh, Coimbatore, Kochi, Ludhiana Pune, Thiruvananthapuram, Shimla others. The South Indian John has adopted the method of shopping within supermarkets for his or her daily requirement and this has also been influencing other cities also where many hypermarkets are upcoming up day to day. Director companies are found to be rising in India at a note worthy speed with the years and these have brought a Revolutionary change within the shopping attitude of the Indian customers. The expansion of IT companies in India is fascinated by certain factors like:

1. Existing Indian middle classes with a rise processing power
2. Rise of upcoming sector just like the IT and Engineering firms.
3. Change within the taste and attitude of the Indians,
4. Effect of the globalization
5. Heavy in influx of FDI in retail sector in India

1.1 Industry future

The penetration of organized retail will happen much faster within the coming decade, even in Tier 2 and tier 3 Indian cities, thanks to the changing demographics of India's population and healthy rate of economic process. With good underlying economic process, increase within the disposal income, increase awareness thanks to penetration of a Broadband and mobile services with Internet access abilities, the demand for trade goods will rise. With battery systems and processes within the place, this complete bond to help in increasing the penetration of organize retail sector in India Rural retailing is additionally poised to grow multifold in India. With the several states within the country permitting retailers to get produce directly from the farmers, the farmers to adapting to the new opportunity to cultivate assigned crops and take special care instant credit at Higher prices then what they received from past traders, middleman corporate trailer like ITC, Godrej, Reliance extra many firms have already established the shape linkage.

Especially small firms, which have limited marketing budget, are always looking for new ways to create buzz and bring in new consumers with distinctive promotions. Digital marketing for the retail sector is time consuming, pricey, and aggressive, yet extremely rewarding if it is planned and implemented appropriately. Retailers are aware that there has been a considerable power switch to consumers and the need to deliver extraordinary customer experience has become very important. Retailers are trying various ways to answer new shopper expectations, and try to change retail experience, manage back-office processes better and much more. A number of chains have started concept stores to see how customers are interacting with technologies and services prior to rolling them. You can say that the retail industry is one of the industries that are affected the most by digital transformation of business for numerous reasons. The digital shopper has changed the face of retail by putting pressure on brands to get attuned to this change.

According to study more than 150 billion retail sales are influenced by digital, and the retailers whose services fail to meet consumers' expectations could lose more than 12 billion every year. In 2016, multichannel management is highlighted as the second digital priority for retailers. Thus, it will not be surprising to anyone that seven out of ten retailers think of optimizing the consumer journey across several touch points in order to be 'very important' considering their digital marketing efforts. A digital strategy supported by leaders who encourage a culture able to transform and drive innovation determine the ability to digitally re-imagine a business. As retailers begin to think about the holiday season this year it is necessary for them to take a different approach to search marketing than what they have implemented in past years. The reason behind the change of approach is that Google updated Analytics and Google AdWords earlier in this year to be more mobile-focused and to be in line with changing customer behavior. Owing to these changes search ads have become more personalized, mobile-friendly and location centred.

Eventually, Google is becoming dependent on the concept of "micro-moments". "Micro-moments is the precise time that a particular person might be interested in a particular piece of information and this is a swing from the context-based strategy that has shaped up search marketing up to this year. Thus, retail brands will work and get in front of customers in these micro-moments..

According to a research from Google, by relying solely on demographics in order to reach customers, you could miss out on more than 7 prospective mobile customers. Thus, e-Commerce and retail industries are expected to take advantage of micro-moments. Online retailers want to increase the click-through-rate (CTR) of the ads that they place on search engines, but what they really require is large numbers of the right people click on their ads. Right people are those who are really interested in the products, and who could be influenced to complete a purchase.

1.2 Company profile:

Xboom utilities private limited may be a four members and begin affected in January 2015 it aims to foster safety among individuals by their staff self defence products. Xboom it's private limited is executing it's all business affairs with its headquarters base at Bangalore there amongst the leader indulged in providing various quality self defence products to the client.in a short duration of your time they need covered a robust customer base for his or her extensive line.the products are manufactured using very best quality material source from aligned and authenticated vendors of the industry. Is evaporation, model features, high efficiency and diesel prices of their products gives their customers a real value of their money.is the provide custom best solution to the shoppers in terms of packing and shipping they always reckon on us.

Xboom utilities is that the startup company which is founded in 2015. The headquarters within the Bangalore and a branch in Delhi, the capital of India. the corporate believes that self-defense is a very important aspect of life; hence XBoom is born which offers a spread of self-defense and safety products. the corporate started with the first motive to secure the ladies of our country by simple Advanced aerosol which became popular and widely accepted. After the success of our first product, the corporate introduced various other self-defense products. In 2017, company launched a spread of products within the category of Premise Security and GPS Trackers. Xboom utilities is essentially a retailing company. they need their own website called www.xboom.in in which they sell various self-defense and GPS trackers and security equipment. They, need customers mostly working women and software employees.

Why choose XBoom

- XBOOM has always focused on creating awareness among societies about the importance of safety and self-defense.
- Reliable customer support service.

- Professional and dedicated team.
- Outstanding online and offline presence within the year.
- We offer high quality products at the most competitive price.
- Positive feedback from the customers.

Brainchild behind Xboom

Vishal Saurav CEO of the company he is originally from Ranchi. he moved to Bangalore in 2008 to complete his Bachelors in Electrical & Electronics Engineering from Dayanand Sagar College, Bangalore. After completing his education, he decided to move forward in life and he got a job as a Software Engineer at Trianz where he worked for 2.5 yrs. However, after he have gained the precious experience he decided to quit the job and he have come up with his own idea to start a startup company which is now known as 'Xboom'. My aim in life is to establish a safe society for people especially women and through my work I aim to bring a change in life of the general public

Key benefits and features

Our products offer solutions for the most trending problem of our society i.e. safety.

We make sure that the quality of our products is high and the price is competitive which targets a large segment of society. A wide range of safety products makes it easier for the customer to choose the suitable product as per their requirement

Company logo



Company address: #212, 6th cross , 2nd main , JHBCS layout , Bangalore 560078

Website: Xboom Utilities Pvt. Ltd

Contact details: Mobile no. +91 8048757701

Email Id: contact@xboom.in

Business subsidiaries

Subsidiaries are provided by the parent company to the sister company. since there are no daughter company control or owned by exim private limited it does not provide not receive any business subsidiaries. but it does provide subsidiary to its branches in Delhi to conduct business operations.

Mission, vision, core values

Mission: "To encourage and educate masses regarding safety in India"

Vision: " to enrich the society to the sense of safety".

Core value: "we believe treating our customers with respect and faith. we grow creatively, invention and innovation. we integrate honestly, integrity and business ethics into all aspects of our business functioning". The company offers products purchasable in both online and offline mediums, and also are available in Amazon the corporate is additionally that specialize in Global Positioning Systems, Audio and Video surveillance systems, Door security systems and Gas safety devices. the corporate CEO's aim is to create a safer society, he feels that life is that the one and only precious gift that one can have and ensuring safety and security must be our beloved priority.

The Company Is Into the Following Areas

- Women safety products
- Child safety products
- GPS Trackers
- Anti-theft Products
- Shutter and door security products

List Of The Products Marketed And Sold By Xboom Utilities Private Ltd.

- Stun Gun
- Baton
- Pepper Spray
- Army Knife
- Tactical Pen
- Multi Functional Hand Tool Kit
- Nanchucks
- Keychain Knuckles
- Metal Combat Knife Protector
- Hunting Slingshots
- Personal Safety Keychain Alarm
- Ring Knuckles

Competitors

There are five major competitors for xboom:

1. Knife India

Knife India is an endeavour by Windlass Online Stores to provide the knife enthusiasts in India a wide variety of knives and multi tools sourced from top brands all across the world. Our range includes an array of Camping Knives, Hunting Knives, Survival knives, Self Defence utilities, Knife Sharpening accessories, Flashlights and a lot more. In addition to being the exclusive India distributors of some of the top names like "Cold Steel Knives", we also stock products from some of the top most knife brands in the world like Victorinox, Muela, Gerber, Ka-Bar, M-tech, TAC-FORCE, Leatherman Windlass etc. Browse through our catalog, you can directly order by paying online or also make a cash on delivery order Olive Planet

2. The Home Security Superstore

The Home Security Superstore is located in Alpharetta, GA, United States and is part of the Security Guard Services Industry. The Home Security Superstore has 1 total employees across all of its locations and generates 0 million in sales (USD).

D&B Hoovers provides sales leads and sales intelligence data on over 120 million companies like The Home Security Superstore around the world, including contacts, financials, and competitor information. To witness the full depth and breadth of our data and for industry leading sales intelligence tools, take D&B Hoovers for a test drive.

3. Mace Security international

Mace Security international, Inc, located in Cleveland, Ohio, is a diversified manufacturer and provider of personal defense and security products to consumer and business market segments under the world renowned Mace® brand. Since 1970,

Mace® has been the original trusted brand for personal defense sprays, while continuously adding high quality security products to the brand line through the years. Mace® supports their products by providing warranty and educational programs for all of various products and services.

4. Karam

Karam is India's leading Personal Protective Equipment Manufacturing enterprise and is rated as one of the finest Indian companies providing world-class PPE. Karam Training and Consultancy is a specialized wing created for providing training and safety consultancy in the field of work-at-height in India.

5. SafetyKart Retail

SafetyKart Retail Private Limited provides personal care products.

The Company offers wipes, hand sanitizers, disposal bags, tilt indicators, safety cutters, and baby care products. SafetyKart Retail serves customers in India

Swot Analysis Of Xboom Utilities Private Ltd.

A SWOT analysis is a structured planning method used to evaluate the **strengths, weaknesses, opportunities and threats** involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or project at a disadvantage relative to others.
- Opportunities: elements that the business or project could exploit to its advantage.
- Threats: Elements in the environment that could cause trouble for the business or project.

SWOT analysis aims to identify the key internal and external factors seen as important to achieving an objective. SWOT analysis groups key pieces of information into two main categories.

- **Internal factors** – the strengths and weaknesses internal to the organization
- **External factors** – the opportunities and threats presented by the environment external to the organization.

Strengths:

1. Good intention and business for a cause.
2. Continuous Innovation of the products.
3. Bringing new products to the line.
4. Products will be customize according to the customer needs.
5. Products are available in both online and offline platforms.

Weakness:

1. Limited Promotions.
2. Less focus on expansion.
3. No proper skilled and permanent staff to carry on the activities.
4. Improper work culture.
5. No clarity on day to day actions.

Opportunities:

1. Company can tie-up with corporates and can help them with employee safety & security.
2. Can acquire more customers by concentrating on educational institutions where there will be more female students and staff.

3. There is a good scope to associate with security agencies and provide them with all necessary Equipment.
4. Can concentrate on equipping jewellery merchants with good security and safety items.

Threats:

1. Threat from new entrants.
2. Large number of existing competitors.
3. Increasing number of new entrants.
4. Lack of awareness among the people regarding self-defense products.
5. Threat from substitutes or alternatives.
6. Change in buying behaviour of the customers.

Products and Services:

Xboom Utilities Pvt Ltd are mainly into selling personal safety, home safety and utility products. XBoom Utilities Pvt. Ltd. are amongst the leader indulged in providing various quality self-defense products. The products include chemical weapon, tazer, knuckles, powerbanks + tazers etc.

Some of the products and their specification are mentioned below.

1. Xboom Advanced Pepper Spray:



Xboom Advanced aerosol can may be a top quality aerosol can, its advanced formula makes it a superb helping tool at the time of distress by protecting life and goods. It's easy to use feature makes it possible to defend one-self against attack, molestation, rape, abduction, chain snatching and robbery.

Features

- Advanced Formula: 10% O.C content with high flow propellant.
- Maintain Safe Distance: Effective upto 7 ft. of range.
- Easy To Carry: Compact size to suit in your handbag/purse.
- Get Enough Time For Help: Effective for 30-45 mins.
- Legal: Under IPC section it's legal to use for self defence.
- Safety: Flip- flop lock to avoid any accidental discharge.

2. Xboom Bling:



- The perfect companion for people traveling alone.
- The Xboom Bling comes equipped with a flash torch and tazer ready to paralyse any threat.
- Its Shiny design is made specifically for visibility inside the purse and make it go unnoticed.
- Shiny design for Non- identification as a self defence tool visibility’.

Applications:

- For people going on morning walks.
- People returning late at night.
- Security guards

3. Xboom PSA 3.0



- This alarm is more fashionable corporate girls .
- This personal safety alarm makes a loud 130db noise.
- It's small and unobtrusive and attaches to a belt or purse or easy accessibility.
- This safety alarm may be used as a panic alarm or medical emergency.
- This personal alarm is ideal self defense for girls.

3. Xboom Electra +



- Xboom Electra+ is an advanced self defense tool.
- Its powerful tazer & flashlight can prove to be a life saver in any kind of distress.
- The electric pulse generated has intense incapacitating effect on your attacker.
- Flashlight helps you to locate and navigate at night.
- It comes with a safety lock using which taser functionality of this device can be disabled.

Application:

- For people going on morning walks.
- People returning late at night.
- Security guards

4. Xboom potato:



- Power banks are becoming popular these days as our gadgets.
- Many people just end up buying the wrong specifications of power bank that suits the need of their devices but we have come up with a Unique and Powerful Power bank with a built in Torch and a Tazer to emit strong current for self-defence for the women who are frequent travellers.
- A handy multi utility tool for all around protection.
- Its powerful tazer can prove to be a life saver in any kind of distress 5200 maH.

Areas of operation

The companies headquartered in Bangalore and conducts all the business operation from Bangalore in terms of sales the products are available throughout India through its website and Airtel website like Amazon Flipkart accepted in terms of branches it has its sister branch in New Delhi.

Future growth and prospects

Within this period we have proudly acquired a large customer base of more than 50,000 through our various sales channels and has received positive feedbacks which enhance the company's credibility and reputation in the market. Moreover, we have sold a wide variety of products in India through multiple sales channels like e-commerce, retailers, resellers and various other channels. We are also in partnership with some of the top NGO's working on the concept of women's safety like Nirbhaya Jyoti and SWF. We have served some of the top corporates like Apollo Pharmacy, Siemens, SIS India Ltd, Mahindra retail, AstraZeneca, Med life etc .We have been able to be a part of several esteemed events where we got tremendous support from the social workers, bureaucrats, politicians, corporate and most importantly general public. We have won a tremendous support from the general public, NGOs and as well as government bodies.

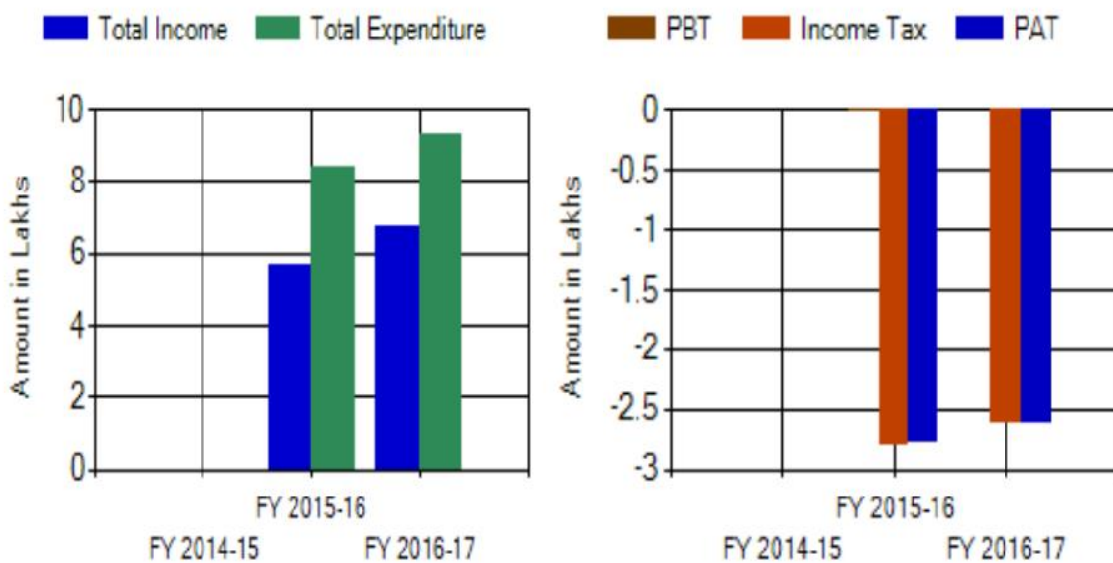
Financial statements

Xboom Utilities Private Limited With CIN U24100KA2015PTC079419, Is A 5.1 Years Old, Private Unlisted Indian Non-Government Company, Registered At Bangalore With A Paid Up Capital Of ₹1.00 Lakhs.

Other Industry Classification Records, The Main line Of Business Is Manufacture Of Self Defence Products And some of Chemical Products The Status of Xboom Utilities Private Limited, As On Date Is Active. Company Has Filed Its Annual Returns And/ Or Financial Statements Upto 31-03-2017 I.E. FY 2016-2017.

Summary of the financial statement

Financial Element	2014-2015	2015-2016	2016-2017
Paid up Capital	NA	1.00	1.00
Net Worth	NA	-1.78	-4.40
Total Income	NA	5.64	6.72
Total Expense	NA	8.44	9.34
Profit Before Tax	NA	-2.80	-2.62
Income Tax	NA	-0.01	NA
Profit After Tax (PAT)	NA	-2.78	-2.62



CHAPTER 2
THEORETICAL BACKGROUND

2.1 Theoretical background of the study:

At first, this report presents a literature review, including definitions of digitization, digital marketing and a maturity model, to induce stronger understanding of the subject.

Digitization in retail:

Ever since the economic revolution, technological advancements have led to paradigm shifts which today are named 'industrial revolutions'. Those include the invention of mechanical production powered by water and steam within the 18th century - the so called first age, the intensive use of power and combustion engines for production machines additionally to the invention of moving assembly lines for production.

The Economist so second age, and therefore the widespread digitization powered by electronics, IT and robotics the so called third age. The term 'digital', simply put, is that the "conversion of analogue into digital information". Computers, mobile phones, cameras are digital devices because they work with data within the variety of numbers.

Digital marketing:

Agreeing to Kotler & Armstrong (2013) showcasing is characterized as, the method by which companies make esteem for buyers and construct solid client connections so as to capture esteem from clients return. The definition in any case totally needs saying the concept of co-creation profitable, which was to begin with proposed by Levitt (1960) and has been resuscitated through the rise of most recent advances that encouraged client engagement. Nowadays numerous specialists would concur on recognizing co-creation profitable as an fundamentally a portion of current promoting, and thus the definition ought to slant making esteem 'for and with' the client. The term "digital marketing" has advanced over time from a specific term depicting the promoting of items and administrations utilizing advanced channels –to an umbrella term portraying the strategy of using digital advances construct upto construct up clients and construct client inclinations, advance brands, hold clients and increment deal. Digital marketing could also be seen as activities, institutions, and processes

facilitated by digital technologies for creating, communicating and delivering value for purchasers and other stake-holders. We adopt a more inclusive perspective and define digital marketing as “an adaptive technology enabled process by which firms collaborate with customers and partners to jointly create, communicate and some de-liver, and sustain value for all stakeholders”. The adaptive process enabled by the digital technologies creates value in new ways in new digital environments.

Educate empowered by advanced advances construct foundational capabilities to create such esteem together for his or her clients and for themselves Forms empowered by advanced innovations make esteem through modern client encounters and thru intuitive among clients. Computerized promoting itself is empowered by a arrangement of versatile computerized touch focuses enveloping the promoting movement, educate, forms and clients. Significantly, the sum of touch focuses is expanding by over 20% yearly as more offline, clients move to computerized advances and “younger, carefully situated shoppers enter the positions of buyers.

Maturity model

The digital maturity model is a powerful tool to benchmark your current marketing capabilities. implement it to better see where your organization is currently positioned and how it can continue to grow in its pursuit of improvement. The model consists of 5 phases of digital maturity: Reactive, Organized, Digitized, Connected, and Intelligent.

2.2 REVIEW OF LITERATURE:

(Maria Teresa Pinherio Melo Borges, 2014).

In the consumer behavior firms require the rethink of the marketing strategies. in an exceedingly significant part, the association research mainly focused on the customer than the firm, to cut back the short coming, the study adopts the opinion of the firm to know the digital marketing and social media usage and its benefits.

(Dave Chaffey, 2013).

The guidance of the creating and executing digital marketing plans, it combines the establishment of the marketing planning's with creative approach of the new E models and E tools. It integrates into your marketing plans.

(Craig S. Breitenbach, 1998).

The digital marketing techniques during this article provide the tactics that maximize the utility of the net. We found that internet marketers, they supply increasing sophisticated user experience not easily replicated by the media.

(Mark Durkin, 2013).

In this paper the literature on the social media adoption with MSME context, the authors adopt an actio research methodology and through case analysis.

Scon (2009) states the retails for brand promoters preferring online web for marketing is that the tools, teclmiques and content are constantly evolving. The buyers reward creativity by responding to the net efforts like: If you're receptive trying out new thing you'll be first in your industry to use something new communicate to your buyers".

Shih (2009) says that there are many innumerable active users across sites like Facebook, Hi5, orkut and MySpace. 2.6 billion min are spent on Facebook daily. websites are enabling bran. to have interaction the proper people within the right conversation at right time. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social.

Weber (2009) says promoting a community is simply like as promoting a brand new product or service to the consumers. Social media employed to speak people within the promotional aspect and inclined to involve the people. Traditional advertising and marketing in social media is to send people to the digital community to learn, entertained and heard. Users find appealing, a worth high enough to encourage them to participate.

Borges (2009) finds that today's buyer want to be engaged differently than in years past and lots of traditional marketing tactics simply don't work anymore. Social media marketing could be a revolution, thanks to build solid relationships with buyers. Low cost, brand building, staffing advantages, loyalty and level playing field are key benefits of social networking sites as a successful marketing media.

Zarella (2010) says the roots of online social networking will be traced to 1980s bulletin board systems (BBS). These systems allowed the users to make personal profit, helps to share information by sending private messages, public messages and post events at low speed connectivity. After emanation of social networking technology within the internet world, it grew higher and popular among the net user.

Lacy and Hernandez (2009) says Twitter gives the flexibility to share nearly 140 - characters thoughts in an exceedingly New York minute, where user can easily share links to press releases and stories about their business, service or products Making tweets interesting and diverse, threr could be a more possibility of skyrocketing the

followers, by consider with news sharing and storie about the industry that that serve, the principles of selling had to alter and also the web has proved a catalyst in bringing the changes forward and amplifying their scale. The sudden emergence of the net 20. marketing techniques demand additional approaches, while most marketers are still wrestling with the primary generation, savvy brands are exploring the landscape that social media and social network create for marketers. These techniques are allowing much deeper drivers in social change to be unleashed, with a profound impact on planning customer connections. The new generation of relationship marketing answer the extra challenges of digital media literacy and within the right hands can trigger a rebuild of the whole marketing mix through different strategies. Relationship marketing for the Face book generation demands both thinking and acting differently

Smith (2010) says that Face book is becoming one in every of the nice internet communications of individuals time now days. Whereas many company have tried to emulate Face book's success or challenge it in one geography or another, Face book has proven that the core asset on which all of its services are built the social graph - is way more defensible and powerful than many others once anticipated.

Visitors to social networking sites are significantly more likely than average to go to leisure-oriented retail site categories, like music, jewellery/ luxury goods/ accessories, consumer electronics and apparel. Heavy social networking visitors are defined because the top 20% of holiday makers supported time spent on social networking sites. People typically enjoy sharing their experiences with these products, whether it's to speak about (Brinlee, 2007) Their new iPhone or the pair of designer jeans they solely bought. Social networking sites offer the venue for those conversations to occur. Social media advertising is good promoting brand recognition, although click-through rates don't seem to be so strong. Still, there's little question that advertising via social media sites is an efficient thanks to increase your overall revenue stream.

According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media form to distribute their messages to their target market without paying for the publishers or distributor that's characteristic for traditional marketing.

(Chaffey & Smith, 2008) Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, ask “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles”.

Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing will be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Waghmare (2012) discovered that several countries in Asia are taking advantage of e-commerce through opening up, which is crucial for promoting competition and diffusion of Internet technologies.

Zia and Manish (2012) found that currently, shopper in metropolitan India are being driven by e-commerce: these consumers are booking travels, buying consumer electronics and books online. Although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online a minimum of once in an exceedingly month.

Dave Chaffey (2002) defines e-marketing as “application of digital technologies– online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed toward achieving profit acquisition and the customers retention (within a multi-channel buying process and custome lifecycle) by improving customer knowledge (of their profiles behavior, value and loyalty drivers) and further

delivering integrated communications and online services that match customers' individual needs. Chaffey's definition reflects the link marketing concept; it emphasizes that it mustn't be technology that drives e-marketing, but the business model. every type of social media provide a chance to present company itself or its products to dynamic communities and individuals that will show interest.

2.3 Research Gap

The gap is found that after reviewing the literature is that even through there is significant rise in the facility management industry over a year there are still few glitches that can be solved with further studies by using the accurate primary data which can be collected from the employees and customer of the company which will help in future studies of the research to know the accurate quantitative data of the study, research study can help the organization to rethink of the marketing strategies. In an exceedingly significant part, research mainly focused on the customer than the firm, how digital marketing and social media will play a potential role in advertising and brand promotion.

These studies have not covered the entire measures of Traditional way of sales and promotion and modern way that is digital marketing, No study has been undertaken so far to analyse the attitude of customers towards the digital marketing and social media. Hence through digital marketing and social media we can directly advertise our products to the customer based on there demographic factors and their interest towards the products and services, Hence, a careful study is essential in this regard. With this background, the present study is an attempt to fill in the research gap in these areas.

CHAPTER 3
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The Visual images plays a very important role in capturing the attention of the public which promotes selling of products through advertising where digital marketing and social media strategies are required to carry the message to the target audience. But those visual and traditional marketing strategies cannot make desired persuasion due to lack of define advertising appeal. The advertising appeal is an assessment to draw some linkage between the products advertised and aspiration that is felt by audience. The corporate is trying to succeed in the shoppers by following the strategies through the social media and digital marketing.

3.2 NEED OF THE STUDY

The success of the organization is highly dependent on the sales that is possible through proper marketing strategies. The organization has to implement the effective digital marketing strategies to improve its advertisement activity to increase sales. These promotional and advertisement activity through social media not only satisfy organizational goal, it fulfils the customer requirement and helps in acquiring new customer. Building an effective digital marketing strategies helps organization in acquiring new customer to consume the products and to understand the importance of these self-defence products of xboom utilities Pvt. Ltd.

3.3 OBJECTIVES OF THE STUDY

1. To find out the effectiveness of the digital marketing.
2. To investigate the effectiveness of the strategies adopted by the corporate with respective to the search engine portals.
3. To investigate the effective reach of the corporate with receptive to all social media platforms.

3.4 SCOPE OF STUDY

An organization study covering all departments in one, gives a detailed idea of the functioning of the organization. Specially in marketing field. For me it was a great learning experience in undergoing the study for one month. It has definitely helped me to ascertain the functions, responsibilities and procedurals involved in each and every department of the organization. A start up gives you the idea of how to run a business from scratch and to attain goals that seem difficult to reach. Every single person plays a vital role in a start-up as there are very few people itself and everyone's contribution is important. This study has provided me with a broad scope of absorbing profound knowledge in a short period of time.

3.5 RESEARCH METHODOLOGY

The research are conducted to understand how the digital marketing is helps the company to grab the customers according to the customers' requirements.

Sample Size – 50

Sample Type – “Random methode”

Data Collection Instrument - “Structured Questionnaire”

Data Analysis – Bar Chart And Pie Chart

RESEARCH DESIGN

The first step that is considered in research design is understanding how digital marketing is playing role in the Company and how customers are selecting digital companies to satisfy their requirements.

DATA COLLECTION

PRIMARY DATA

A Questionnaire survey will be conducted on the focused groups (company people and general people) and interviews

SECONDARY DATA :

Secondary data is named as data which is collected by some other person and might be used a reference and comparison and analysis.

1. Textbooks
2. Magazines
3. Journals
4. Websites

Advantages of the secondary data:

1. Secondary data may be a data which is already existing with the opposite purpose and it'll not cost much for the researcher reckoning on its availability.
2. The added advantage of the secondary data is that long historic period is analysed by researcher with the less cost.3.
3. The supply of knowledge for creating scientific generalization from the studies is going to be ensured by using this secondary data.
4. The secondary data requires the environmental and cultural settings.

SAMPLING SIZE

Based on respondent's convenience. Time and location of the researcher are considered

TOOLS OF ANALYSIS

Data is collected through Questionnaire among selected members. And Tools are MS excel and MS-word software will be used to analyze data.

Pie-charts - percentage

Bar graphs – evolution

Likert scale (if needed)

3.6 HYPOTHESES

Based on the review of literature and past studies, the following hypotheses were formulated for verification for different product categories

1. H₀ - There is no significance difference in the effectiveness of digital marketing.

H₁ - There is significance difference in the effectiveness of digital Marketing.

2. H₀ - There is no significance difference in the effectiveness of the strategies adopted by the corporate with respect to the search engine portal .

H₁ - There is significance difference in the effectiveness of the strategies adopted by the corporate with respect to the search engine portals

3.7 LIMITATIONS FOR THE STUDY

- The study is limited to the kumara swamy lay out Bangalore only and this might not represent the total population of Bangalore
- There might be chance for the biased opinion of recipients/respondents

3.8 CHAPTER SCHEME

1. Introduction
2. Conceptual Background and literature review
3. Research Design
4. Analysis and Interpretation
5. Findings, conclusion and suggestion

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

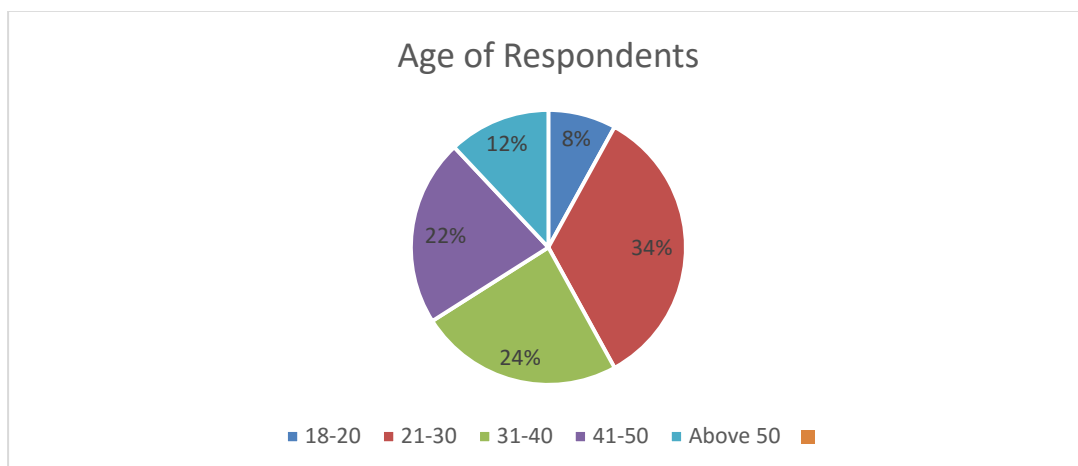
ANALYSIS THROUGH QUESTIONNIRE:

Respondents Profile:

1. Age of the Respondents

Age	Respondents
18-20	4
21-30	17
31-40	12
41-50	11
Above 50	6
	50

Graph



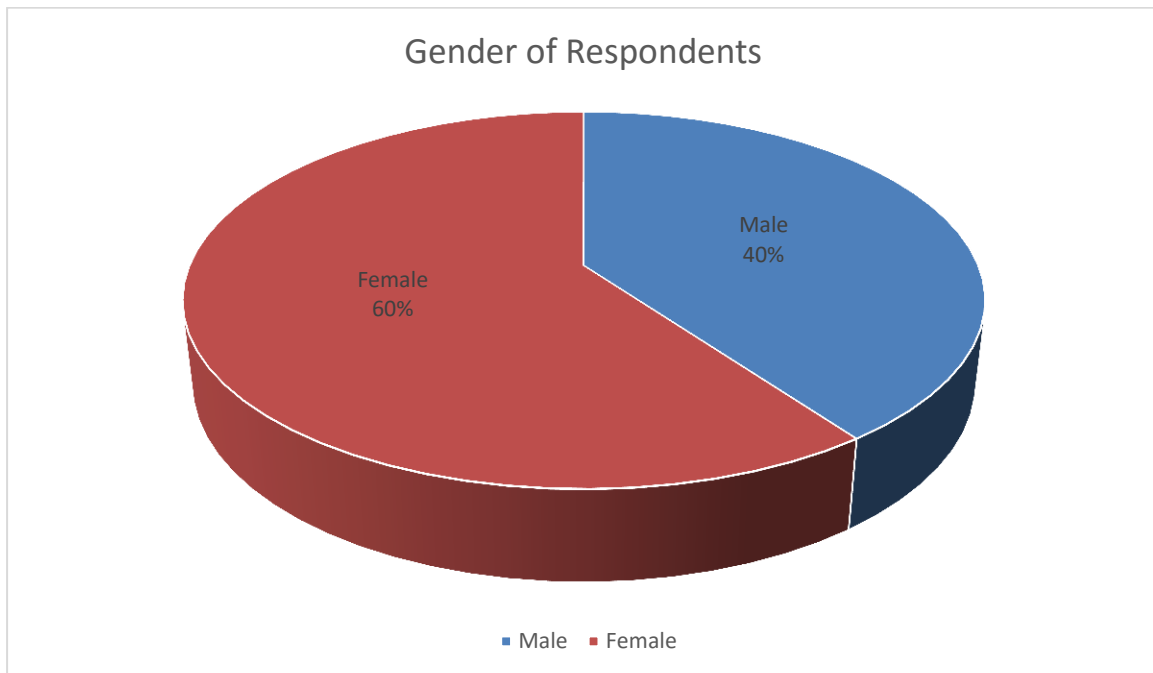
The above Table and Graph No 3.2.1 shows that most of the respondents were in the age group of 21-30 years that is 17 respondents, 31-40 years 12 respondents 41-50 years 11 respondents , above 50 years 6 respondents and 18-20 years 4 respondents i. Therefore, most of the respondents are in the age group of 21-30 years that is 17.

2 Gender of the Respondents

Gender	Respondents
Male	20
Female	30
	50

Source- Field Survey

Graph



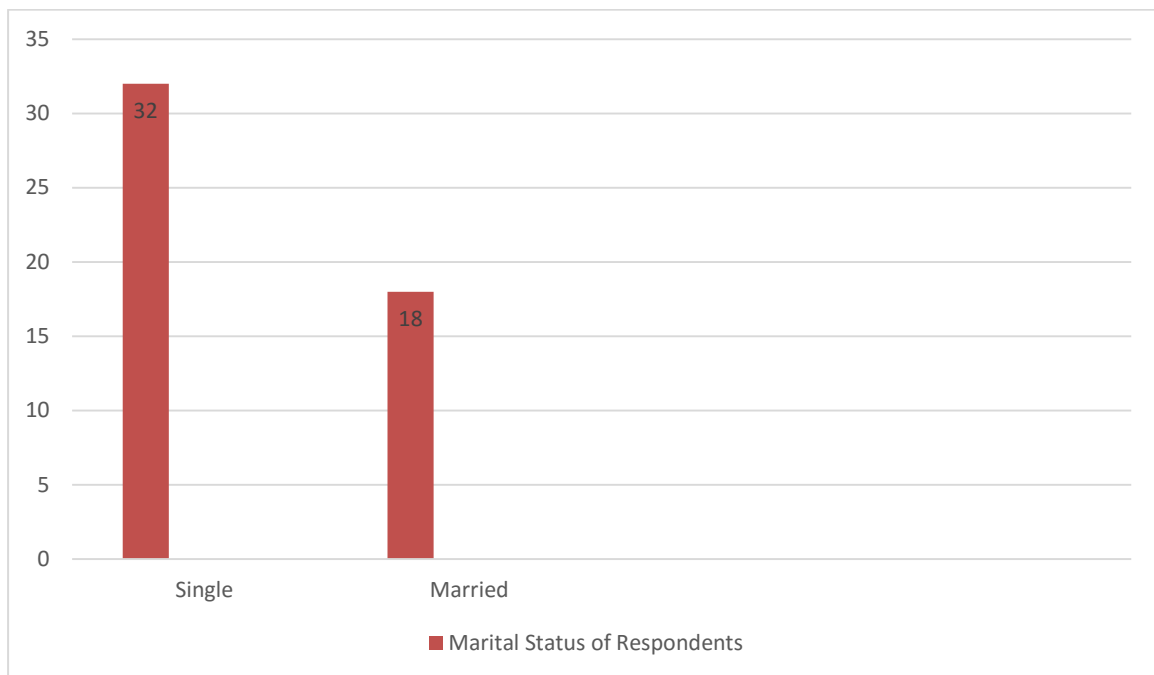
The above Table and Graph shows that most of respondents are female that is 30 respondents and 20 respondents are male

3. Marital Status of the Respondents

Marital Status	Respondents
Single	32
Married	18
	50

Source- Field Survey

Graph



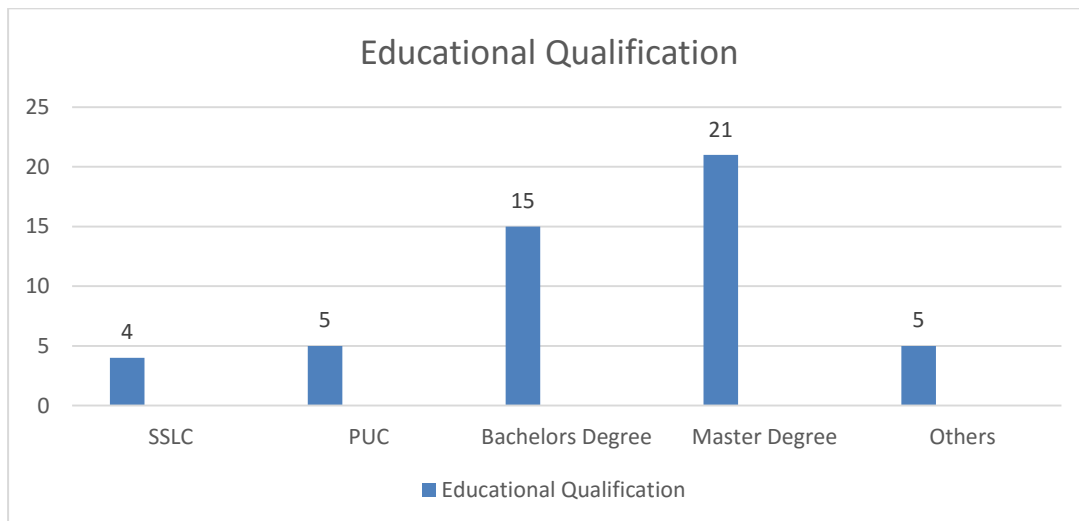
The above Table and Graph shows that most of the respondents are single that is 32 respondents and 18 respondents unmarried respondents

4 Educational Qualification of The Respondents

Educational Qualification	Respondents
SSLC	4
PUC	5
Bachelor's Degree	15
Master Degree	21
Other	5
	100

Source- Field Survey

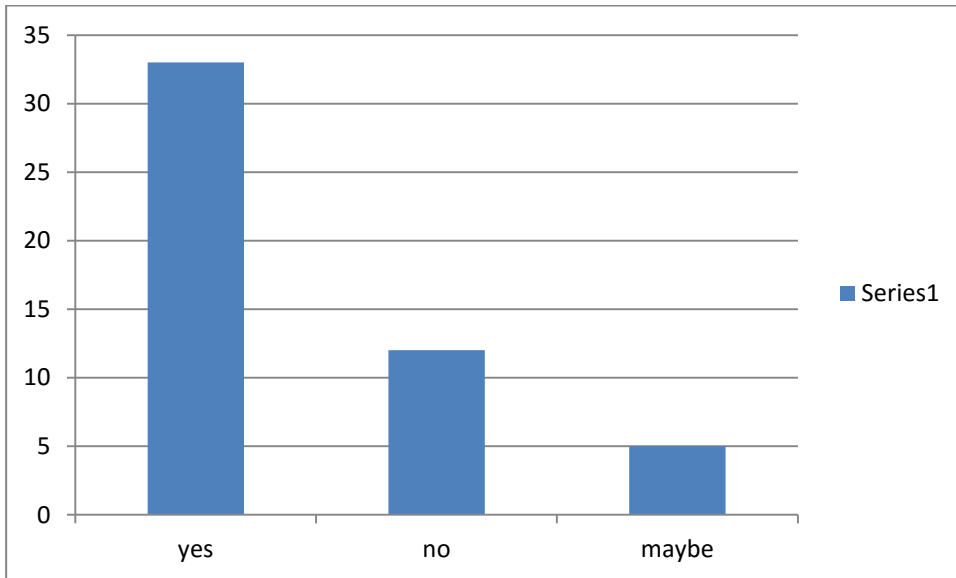
Graph



The above Table and Graph indicates that majority of the respondents had done their master's degree that is 21 respondents, bachelor's degree 15 respondents, PUC 5 respondents, Others 5 respondents and SSLC only 5 respondents . This portrays that most of the respondents were educated and has completed master's degree.

5. Do you know about Xboom?

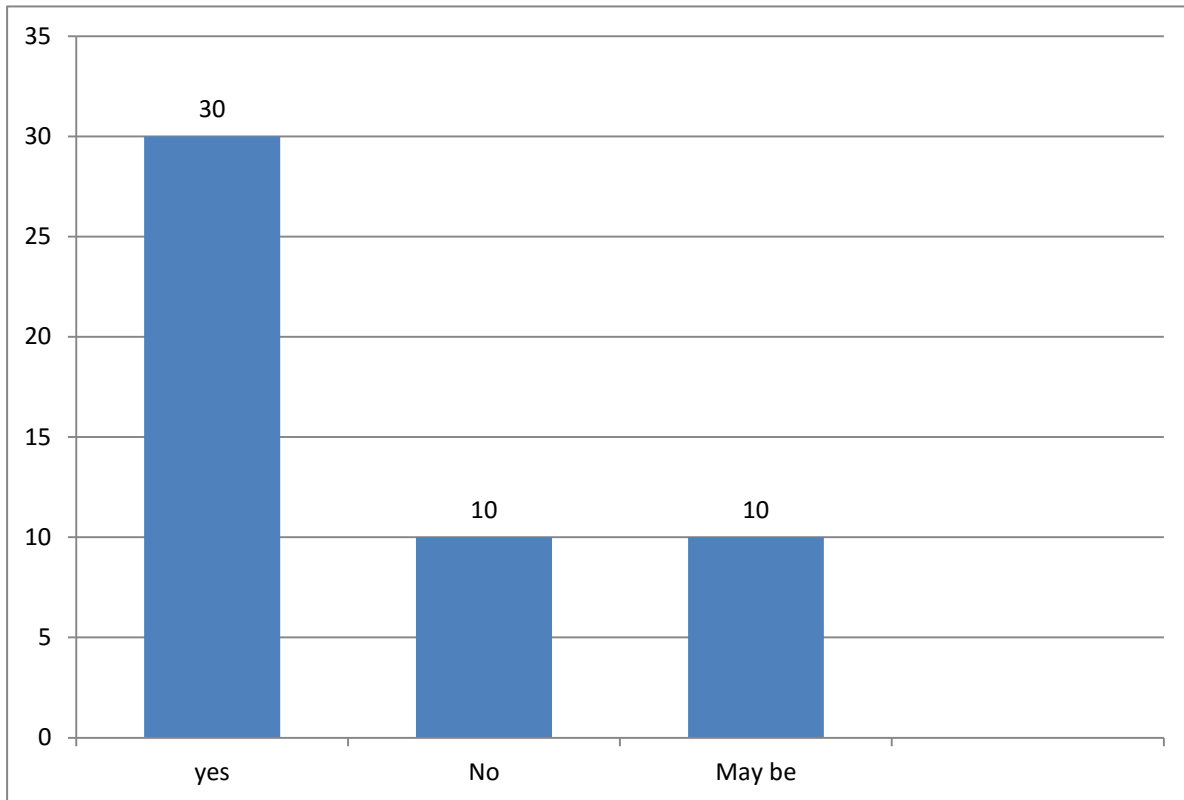
Yes	No	Maybe
33	12	5



The above Table and Graph shows that most of the respondents are know about Xboom out of 50 respondents 33 are respondents are know about xboom, 12 respondents are not aware of Xboom and 5 respondents are not sure about Xboom.

6. Have you ever faced any harassments

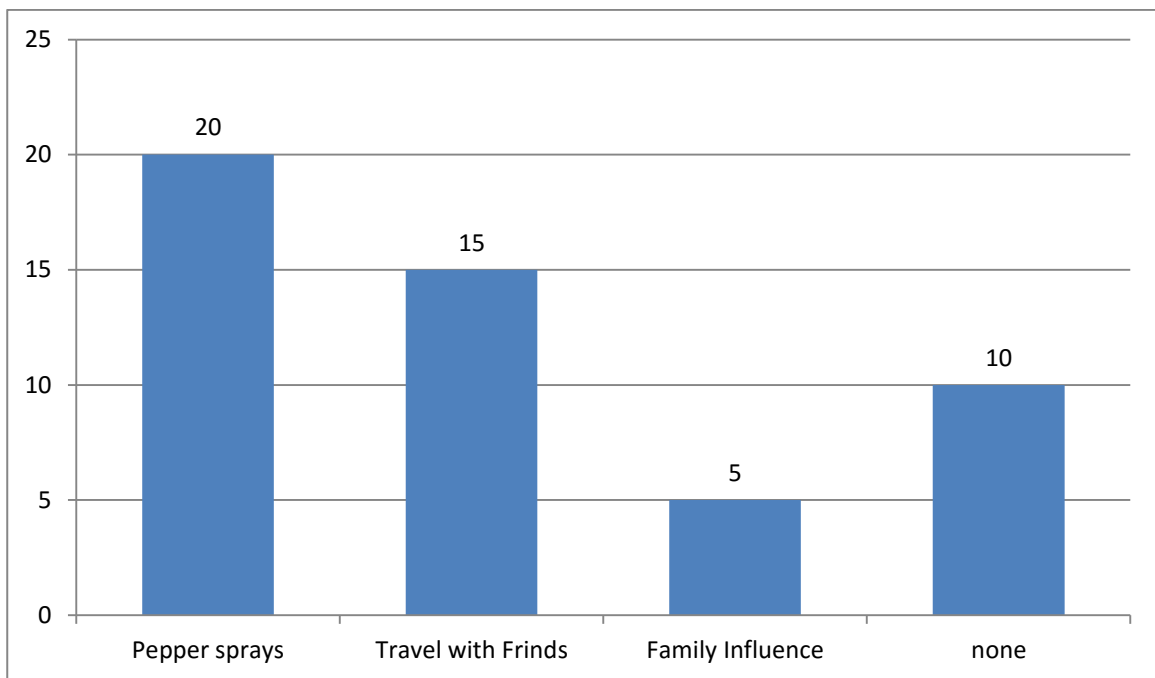
Yes	No	Maybe
10	30	10



From the above study, 10 respondents have faced harassment, 30 respondents have didn't faced any harassment in any situation, 10 respondents are not sure about the harassment faced in their life

7. What are the safety measures you will take to avoid harassment?

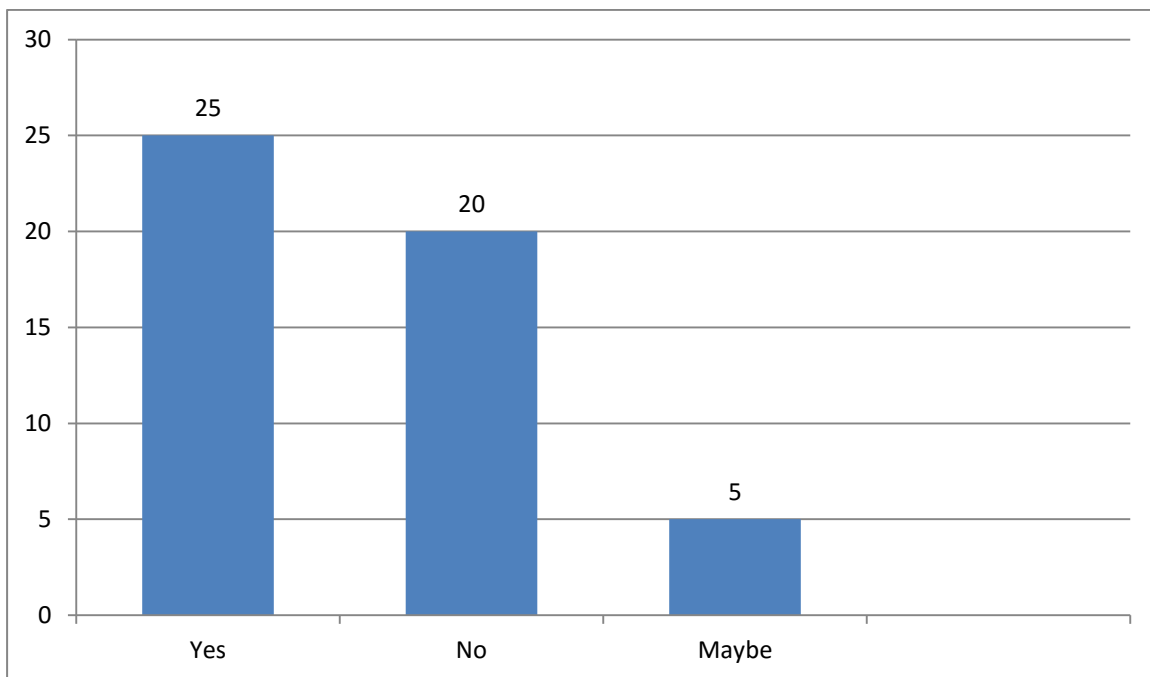
Pepper sprays	Travel with friends	Family influence	None
20	15	5	10



From the above study, 20 respondents uses pepper spray to avoid harassment, 15 respondents use to travel with friends to avoid the harassment, 5 respondents uses family influence to avoid the harassment, 10 respondents won't take any safety measures for the avoidance of harassment.

8. Are you a customer of xboom?

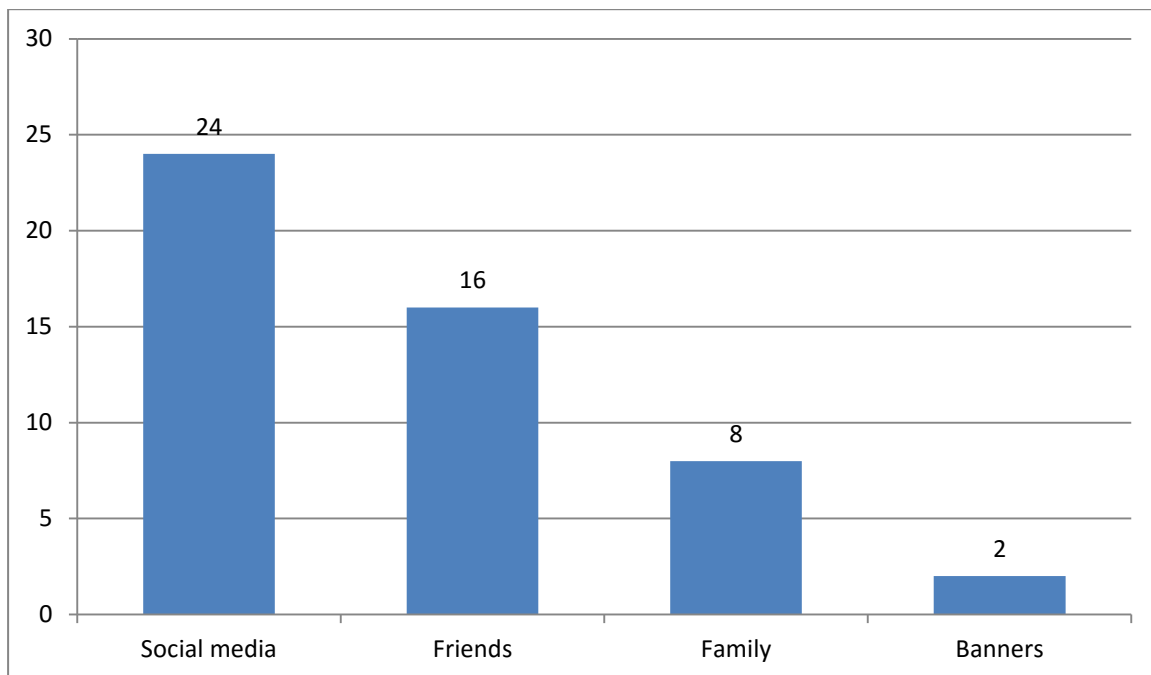
Yes	No	Maybe
25	20	5



From the above study, 25 respondents are the customers of the xboom utilities pvt. Ltd., 20 respondents are the customers of the company, 5 respondents are heard about the company and they will buy the products in future.

9. How do you know about this company?

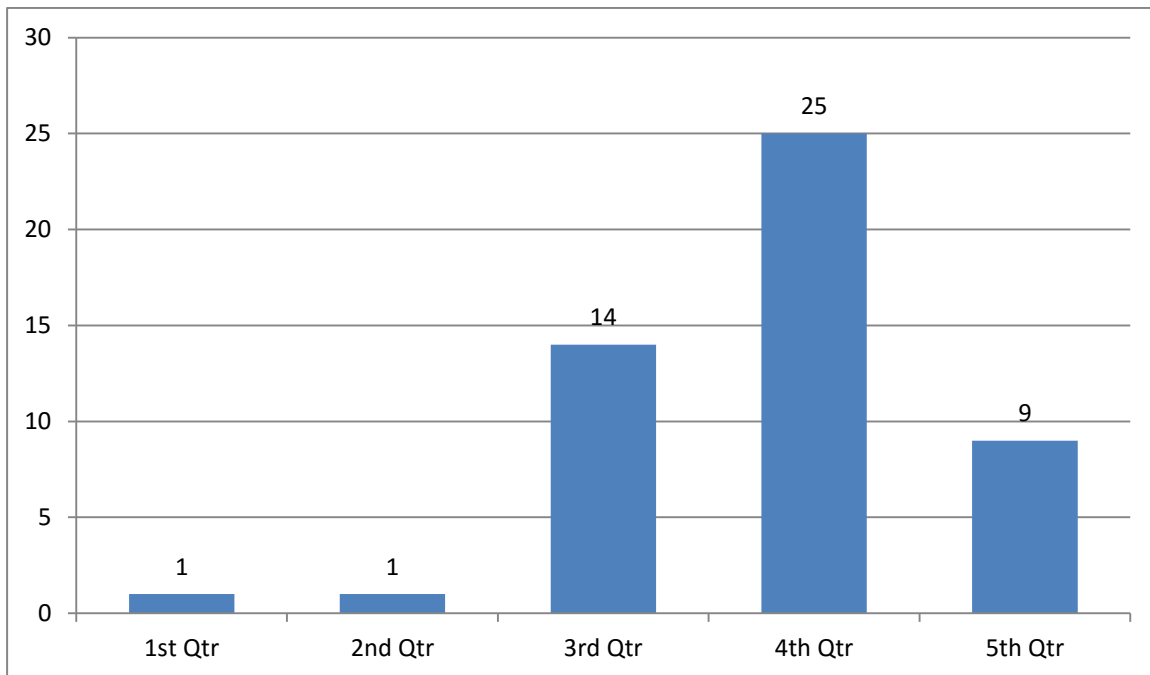
Social media	Friends	Family	Banners
24	16	8	2



From the study, 24 respondents know the company through social media posts, 16 respondents know the company through the friends references, 8 respondents know the company through family references, 2 respondent know the company through holdings and banners

10. Is the company is helping women safety with their products?

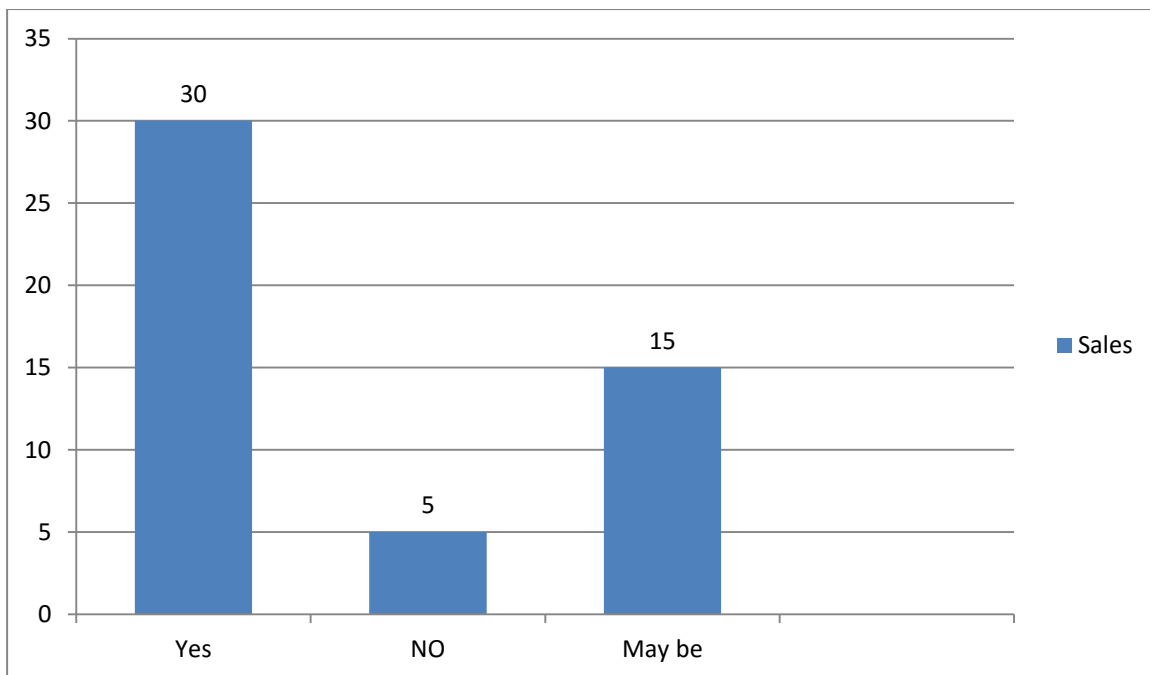
1	2	3	4	5
1	1	15	25	10



From the above study, 15 respondents rated 3 out of 5 for helping the women safety with their products, 25 respondents rated 4 out of 5 for helping the women safety with their products, 10 respondents rated 5 out of 5 for helping the women safety with their products

11. All the products of xboom are really helpful in safe guarding the women and children?

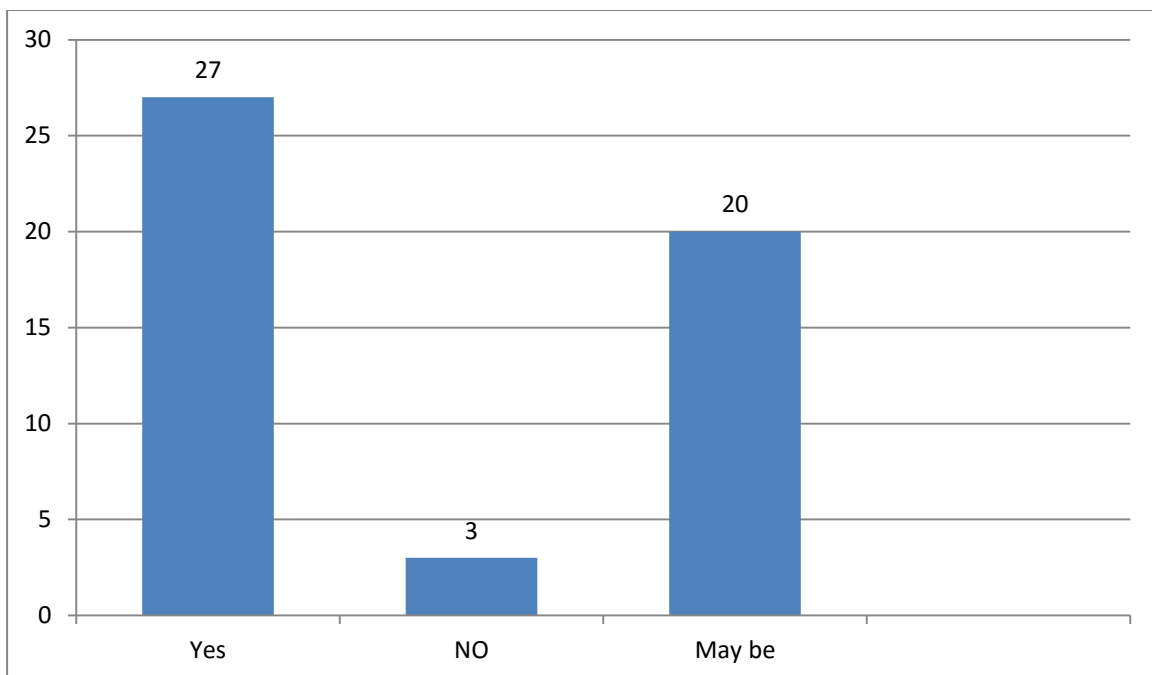
Yes	No	May be
30	5	15



From the above study, 30 respondents feel that company is helpful for women, 5 respondent feel that company is not helpful to women, 15 respondents are not sure about the company that it is helpful

12. Did the company strategy i.e. social media marketing is works in increasing sales by their products towards women and children

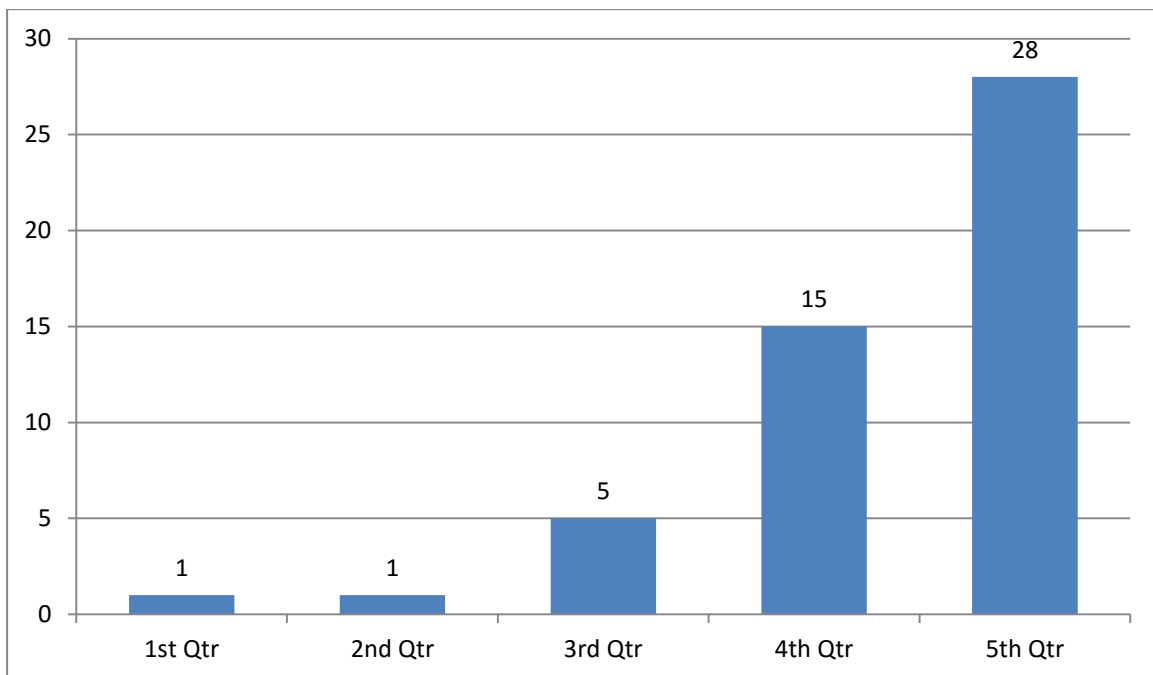
Yes	No	May be
27	3	20



From the above study, 27 respondents are feel that social media will increases the sales of the corporate, 3 respondents are feel that social media won't, increases, the sales, 20 respondents are feel that they're unsure about the corporate sales.

13. Arrival of these pepper sprays, security alarms etc., has made society safer than before?

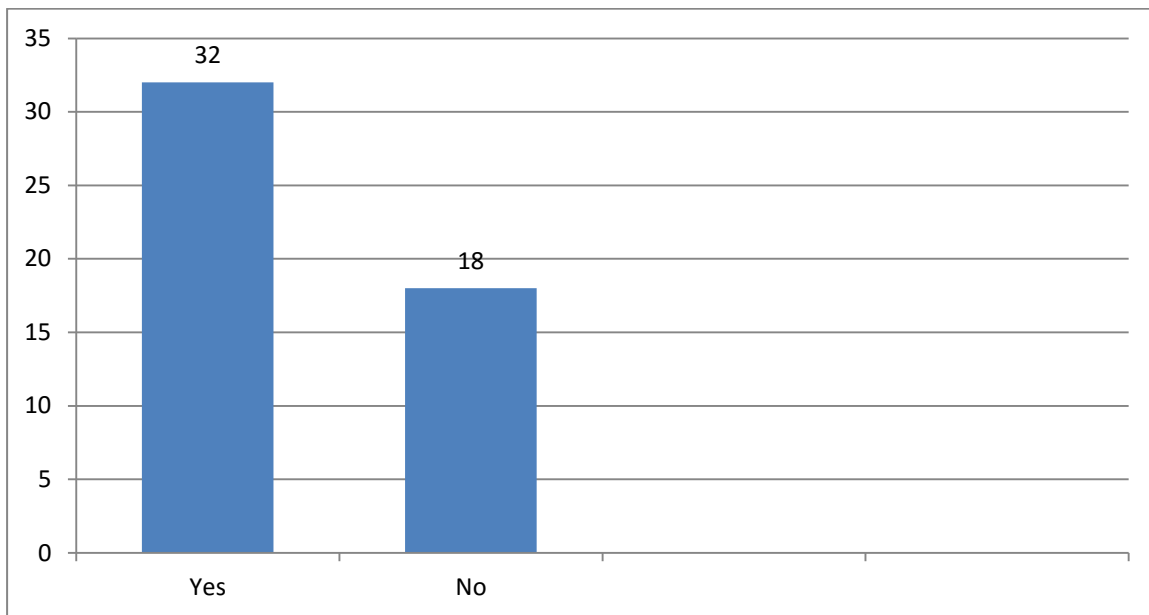
Likert scale	1	2	3	4	5
Respondents	1	1	5	15	28



From the above study, 5, respondents rated 3 out of 5 for the safety of the women, 15 respondents rated 4 out of 5 for the safety of the women, 28 respondents rated 4 out of 5 for the safety of the women

14. Does anti-theft alarm lock reduced the percentage of the robberies both urban and rural?

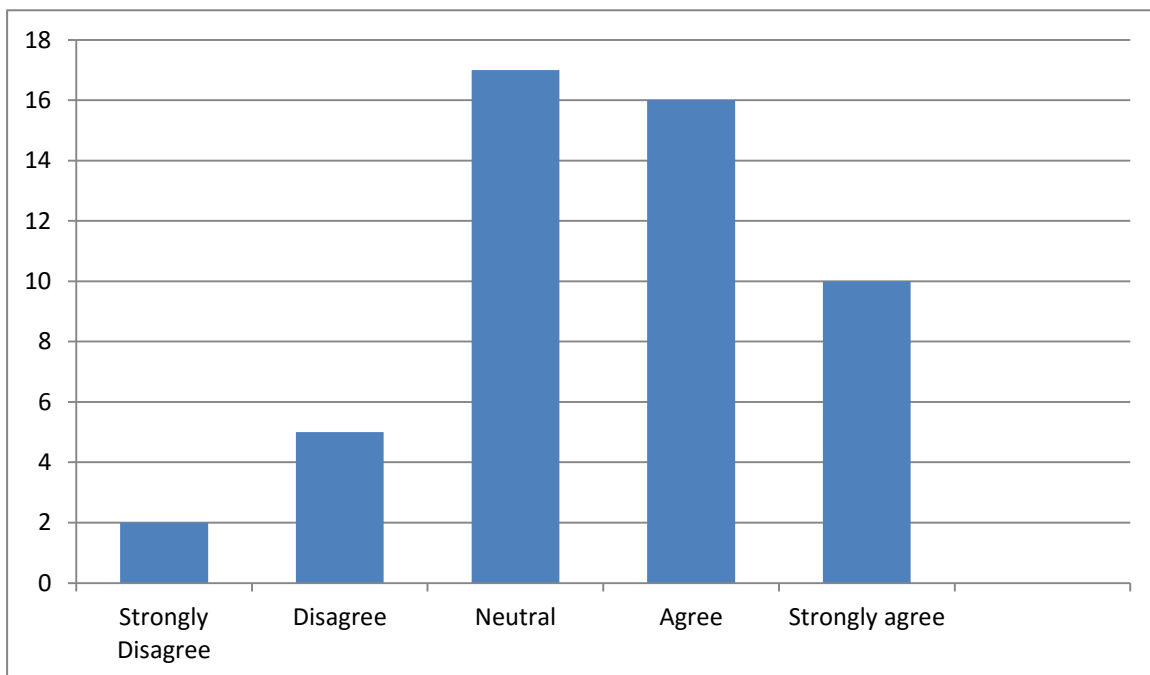
Yes	No
32	18



From the above study, 32 respondents says that alarm clock reduces robberies in rural and urban, 18 respondents says that alarm clock doesn't reduces robberies in rural and urban.

15. Is company successful in helping women and society with these products and the creating awareness of the women safety and child safety?

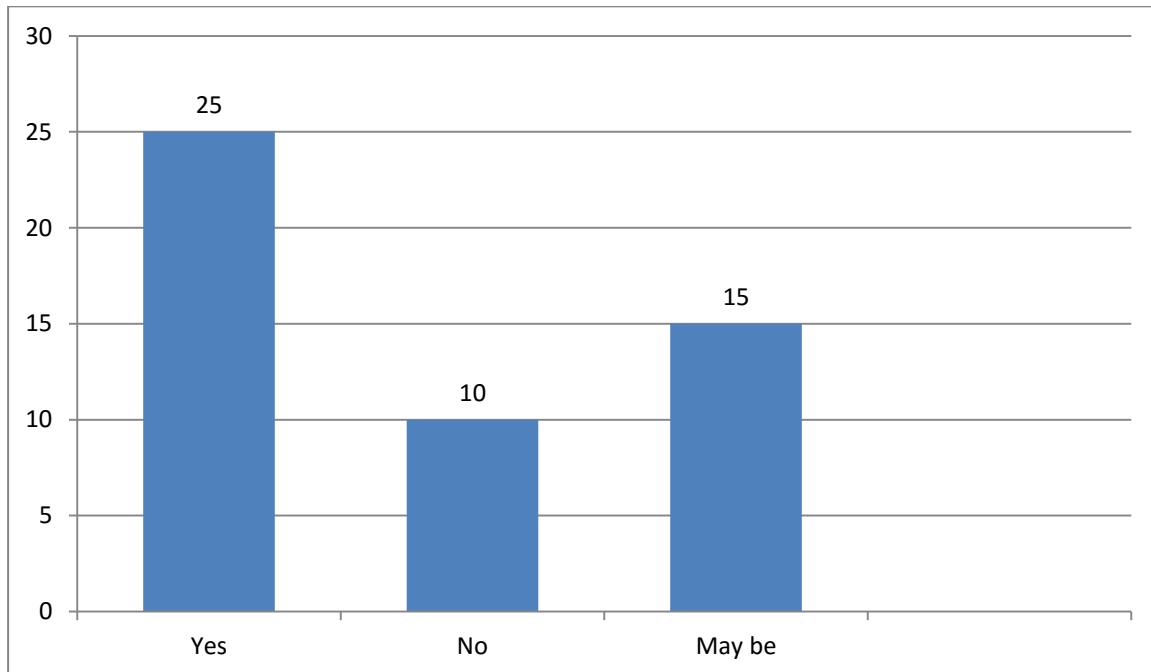
Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2	5	17	16	10



From the above study, 2 respondent strongly disagree that the company is not helping the women, 5 respondents disagree that the company is not helping the women, 17 respondents are neutral that the company is helping the women, 16 respondents agree that the company is helping the women, 10 respondents strongly agree that the company is helping the women.

16. Did you follow the company pages in social media

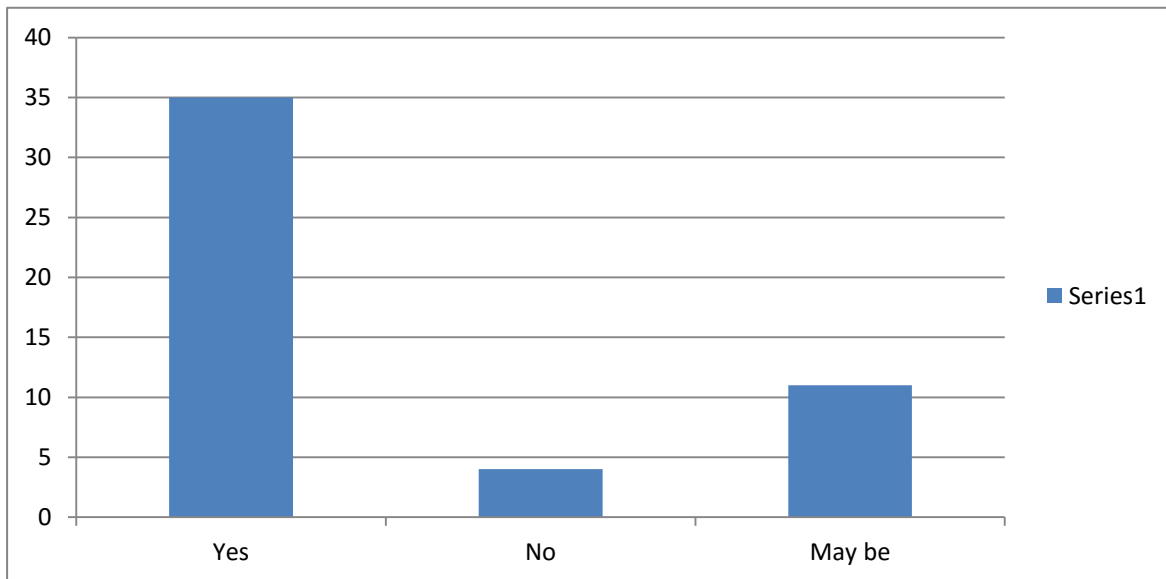
Yes	No	Maybe
25	10	15



From the above study, 25 respondents are following the company's social media pages, 10 respondents aren't following the company's social media pages, 15 respondents are follow, on 1 or 2 social media platforms of the corporate.

17. Will you appreciate the work of the company as they are creating awareness of the women and child and assets safety

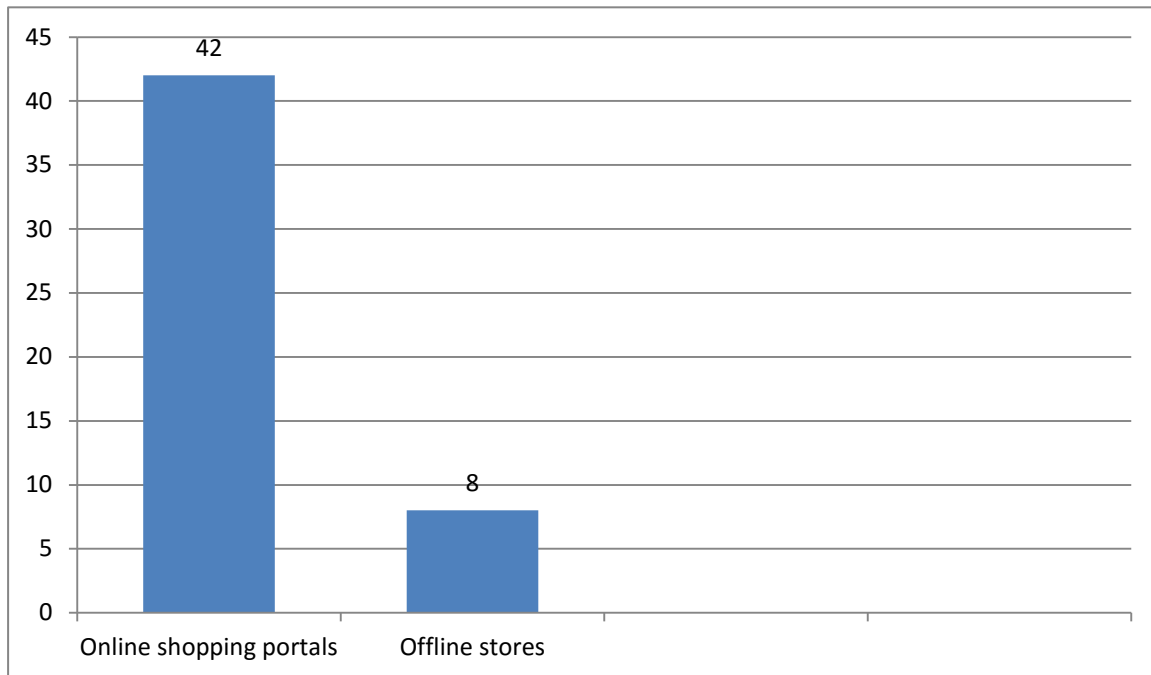
Yes	No	May be
35	4	11



From the above study, 35 respondents are appreciating the work of the corporate in social media, 4 respondents aren't appreciating the work of the corporate in social media, 11 respondents aren't sure about the work of the company's in social media.

18. Which platform u prefer to buy the self-defence products

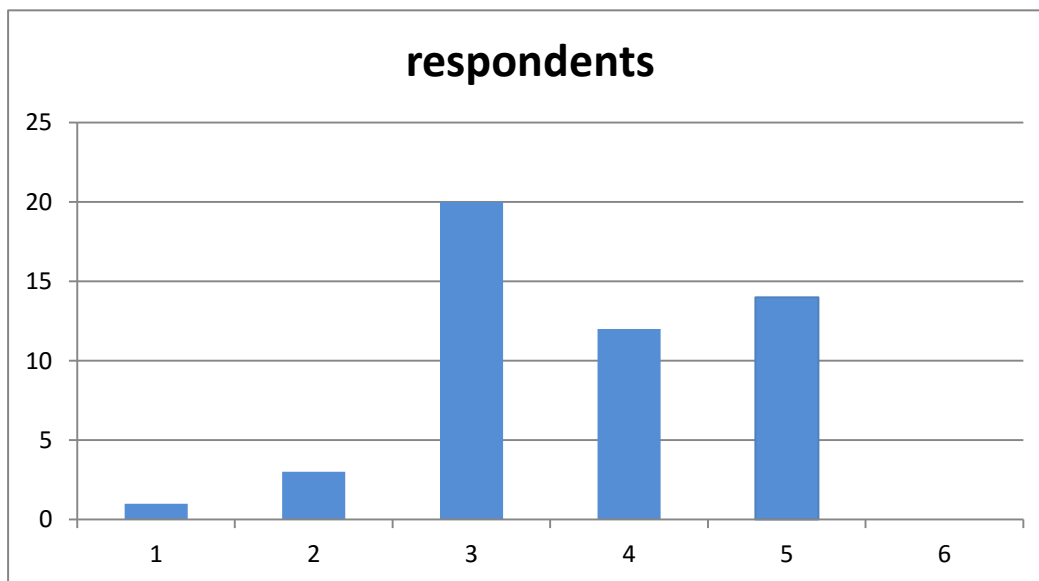
Online shopping portols	Offline stores
42	8



From the above study, 42 respondents are prefers to buy the self-defence products in online websites , 8 respondents are prefers to buy the self defence products in off line market

19. Rate the company according to the social media promotions

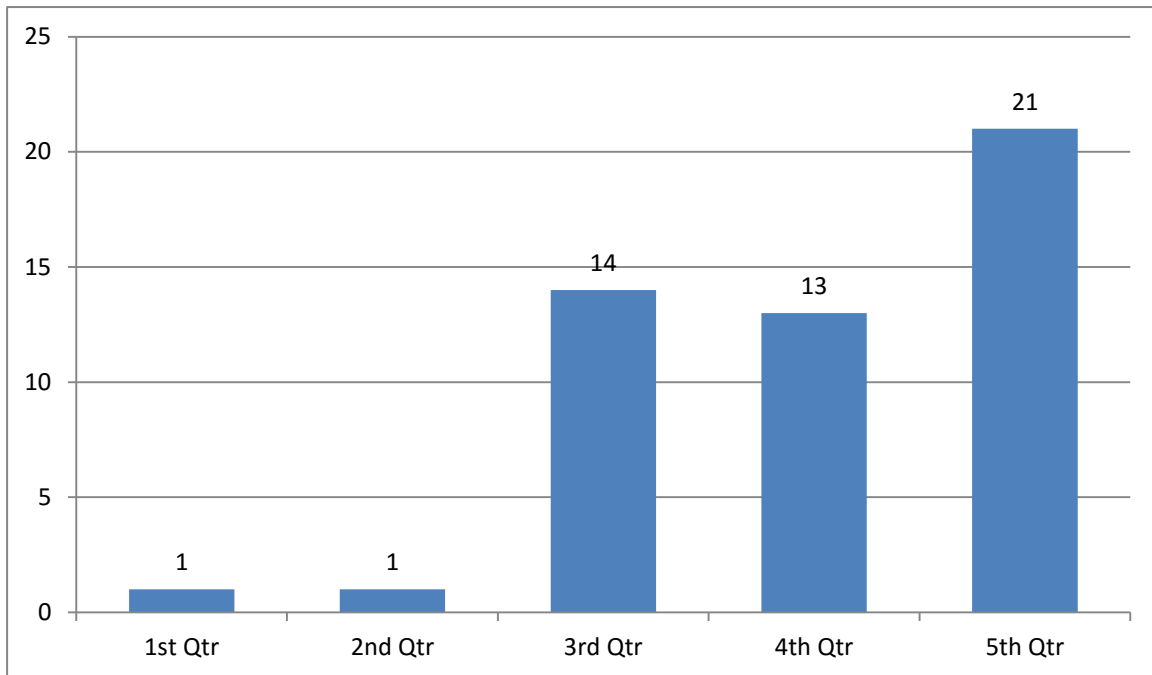
Rating	1	2	3	4	5
respondents	1	3	20	12	14



From the above study, 1 respondent rated 1 out of 5 for the social media promotions, 3 respondents rated 2 out of 5 for the social media promotions, 20 respondents rated 3 out of 5 for the social media promotions, 12 respondents rated 4 out of 5 for the social media promotions, 14 respondents rated 5 out of 5 for the social media promotions.

20. Rate the company's social media activeness for the promotion and sales

Rating	1	2	3	4	5
Respondents	1	1	14	13	21



From the above study, 14 respondents rated 3 out of 5 for the social media activeness. 13 respondents rated 4 out of 5 for the social media activeness, 21 respondents rated 5 out of 5 for the social media activeness

Interpretations of the above study:

1. From the above study, 10 respondents have faced harassment, 30 respondents have didn't faced any harassment in any situation, 10 respondents are not sure about the harassment faced in their life
2. From the above study, 20 respondents uses pepper spray to avoid harassment, 15 respondents use to travel with friends to avoid the harassment, 5 respondents uses family influence to avoid the harassment, 10 respondents won't take any safety measures for the avoidance of harassment.
3. From the above study, 25 respondents are the customers of the xboom utilities pvt. Ltd., 20 respondents are not the customers of the company, 5 respondents are heard about the company and they will buy the products in future.
4. From the study, 24 respondents know the company through social media posts, 16 respondents know the company through the friends references, 8 respondents know the company through family references, 2 respondent know the company through holdings and banners
5. From the above study, 15 respondents rated 3 out of 5 for helping the women safety with their products, 25 respondents rated 4 out of 5 for helping the women safety with their products, 10 respondents rated 5 out of 5 for helping the women safety with their products,
6. From the above study, 30 respondents feel that company is helpful for women, only 5 respondent feel that company is not helpful to women, 15 respondents are not sure about the company that it is helpful.

- 7.** From the above study, 27 respondents are feel that social media will increases the sales of the corporate, 3 respondents are feel that social media won't, increases, the sales, 20 respondents are feel that they're unsure about the corporate sales.
- 8.** From the above study, 5, respondents rated 3 out of 5 for the satety of the women, 15 respondents rated 4 out of 5 for the satety of the women, 28 respondents rated 5 out of 5 for the safety of the women.
- 9.** From the above study, 32 respondents says that alarm clock reduces robberies in rural and urban, 18 respondents says that alarm clock doesn't reduces robberies in rural and urban.
- 10.** From the above study, 2 respondent strongly disagree that the company is not helping the women, 5 respondents disagree that the company is not helping the women, 17 respondents are neutral that the company is helping the women, 16 respondents agree that the company is helping the women, 10 respondents strongly agree that the company is helping the women.
- 11.** From the above study, 25 respondents are following the company's social media pages, 10 respondents aren't following the company's social media pages, 15 respondents are follow, on 1 or 2 social media platforms of the corporate.
- 12.** From the above study, 35 respondents are appreciating the work of the corporate in social media, 4 respondents aren't appreciating the work of the corporate in social media, 11 respondents aren't sure about the work of the company's in social media.
- 13.** From the above study, 42 respondents are prefers to buy the self-defence products in online websites, 8 respondents are prefers to buy the self defence products in off line market.

14. From the above study, 1 respondent rated 1 out of 5 for the social media promotions, 3 respondent rated 2 out of 5 for the social media promotions, 20 respondents rated 3 out of 5 for the social media promotions, 12 respondents rated 4 out of 5 for the social media promotions, 14 respondents rated 5 out of 5 for the social media promotions.

15. From the above study, 14 respondents rated 3 out of 5 for the social media activeness. 13 respondents rated 4 out of 5 for the social media activeness, 21 respondents rated 5 out of 5 for the social media activeness.

CHAPTER 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings:

- Company is very much active in the social media they are using facebook, twitter, instagram, LinkedIn, pinterest, reddit, etc.
- They are using latest digital marketing techniques like SEO, SMM, influencer marketing etc.
- The company sales are booming now
- Company doesn't have any permanent employees instead they recruit interns for the various positions, actually that is good strategy for the cost cutting to the company,
- Company regularly follow-up all feedback given by the customer and the vendors
- Company is doing the continuous search engine optimization for the website to increase more traffic to the Company's website.
- Company does follow the website back linking which is continuous process.
- Company uses twitter marketing and influencer marketing with reach the customer very fast by posting the poster in the twitter by using hashtags in peak hours
- Company uses a strong CRM platform called Hub spot which is globally famous.
- X-Boom products are very useful for females as it gives them a feel of independence and empowerment.
- Although the company is a start-up, it is running in a very systematic manner.
- The products meet international standards fulfilling all legal aspects.
- The company is spreading awareness about carrying self-defense and safety tools by doing seminars and putting up stalls in colleges.

5.2 SUGGESTIONS

- 1.** Xboom utilities pvt. Ltd. Is doing well in sales but invest some money in the offline marketing which is very poor.
- 2.** I suggest that giving seminars in the colleges and corporate offices about the harassment on child, women and old people.
- 3.** Meeting the HR managers of the company companies and make partnership with them it help to extend the sales and therefore the fame of the corporate
- 4.** Recruit some professionals for the search engine optimization which increases the website credibility.
- 5.** Invest money in back linking services which help the directories to show top links in Google searches.

5.3 CONCLUSION:

The organization study carried out in XBoom Utilities Pvt. Ltd. was successful in achieving the specific objectives. It helped to familiarize with the organization functioning. The study helped to understand how the key business processes are carried out in an organization & how information is used for decision making. The study helped in improving practical knowledge and was beneficial to gain confidence and awareness.

1. After being worked in the Xboom utilities Pvt. Ltd for 30 days.
 - i. It was revealed that the company is best in Bangalore in self- defence gadgets provider
2. Company is master in selling pepper sprays and stun guns.
3. Company has enough followers in social media but it has to be increase for the future.
4. Xboom utilities play a vital role in safety equipment industry in Bangalore.
5. Xboom's biggest competitors are amazon and olive planet

Due to advertisement costs being high, XBoom can enter into the realm of digital marketing. Productivity can be increased if on roll employees are hired rather than interns & outsourcing.

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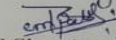
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<https://doi.org/10.1108/JSBED-08-2012-0094>

ANNEXURE

ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 [02/01/2020 To 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 To 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 To 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 To 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 To 05/02/2020]

Vinaykumar


Name and Signature of the Student

VINAYKUMAR
1CY18MBA52



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