

## **OUTLOOK GROUP**

### **Job Profile:**

1. Marketing
2. Finance
3. Human Resource

### **Job Description:**

#### **Task 1: - Product Learning**

Learn & understand various aspects of the product. Work on live projects through customer acquisition & business development. Get a chance to develop leadership qualities. Get to understand consumer behaviour. Develop business strategies for the company. Day-to-day management of the business functions. Participation in events/exhibitions, corporate visits, and Direct Marketing. Team meetings and discussions to provide new ideas for business growth. Acquire customers through prospecting, customer interactions, WhatsApp activities, and email communication.

Learn & understand how business can be augmented on the web/internet. Understand how to divide customers based on their values. Learn & understand how business can be augmented on the web/internet.

#### **Task 2: - Business Strategy Formulation**

Students will be required to conduct competitor analysis based on secondary research and formulate strategies to overcome problem statements which are assigned. Real-time understanding of business functions in the corporate environment. Formulate and implement business strategy in the practical setting.

#### **Task 3: - Business Analytics**

Interns will be trained on how to analyse real-time data sets.

They will be provided with real-time data sets which they will be asked to analyse, visualize and come up with a recommendation.

#### **Task 4: - Domain Specific Business Activity**

Marketing - Digital Marketing & Customer Relationship Management

Finance - Stock Market Analysis and Mutual Fund Analysis

Human Resource - Recruitment and Selection and Team Management

### **What to expect: -**

- Without a doubt, Interns will bag immeasurable experiences which will come in handy in their future endeavours. An internship with a reputed publication house will go a long way in achieving their dreams. Interns will be guided by experienced Outlook Group mentors during your internship.
- Students will be provided with graded Certificates, Medals and Trophies based on their performance.
- On completion of the Internship, students will be provided with Internship certificates. Based on your enthusiasm, participation, discipline, and performance you shall be given Completion Certificate/Appreciation Certificate.
- Model: This unique Internship model from Outlook Group is based on pay for performance for motivated and deserving students. Students will be earning up to **Rs 10000 based on their performance** which will be directly recorded in our panel.
- We are sure that the project will add value to your CV.

**Internship Duration:** 30 - 60 days based on candidate's preference [ flexible timings]

**Working hours:** The Internship will be in a virtual mode with flexible timings and WFH opportunities.