



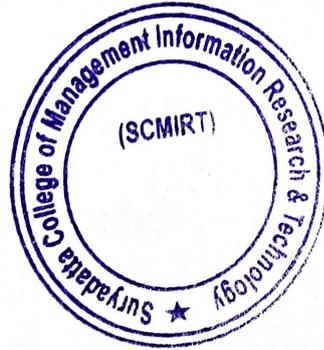
# CERTIFICATE

This is to certify that <sup>✓</sup> Mr./Miss/Ms. Abhishek Anil Dange

Student of B.Sc. (CS) / BBA(CA)/ MCOM Semester IV having  
Seat No. 22490 at Suryadatta College of Management  
Information Research & Technology (SCMIRT), Pune has successfully  
completed the assigned Project titled A Study on E-filing of Tax Returns  
as per the norms of University of Pune During the academic  
year 2020-21.

  
Internal Examiner

Project Guide



  
External Examiner

  
Principal

Place: Pune

Date: 9/2/2021



# CERTIFICATE

This is to certify that Mr./Miss/Ms. Chaitrali Vijay Dode

Student of B/Sc. (CS) / BBA(CA)/ MCOM Semester IV having

Seat No. 21139 at Suryadatta College of Management

Information Research & Technology (SCMIRT), Pune has successfully

completed the assigned Project titled Study of Tax Saving Instruments

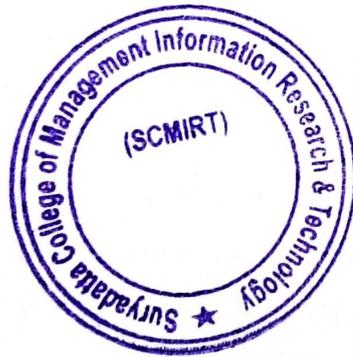
as per the norms of University of Pune During the academic

year 2020 - 21.

Internal Examiner

External Examiner

Project Guide



Principal

Place: Pune

Date: 09/08/2021



A PROJECT REPORT ON  
A COMPARATIVE STUDY ON HOUSING LOAN OF PUBLIC SECTOR AND  
PRIVATE SECTOR BANKS

SUBMITTED BY  
NAME OF THE STUDENT  
RAJESH RAI  
MCOM SY SEM -IV  
ACADEMIC YEAR 2020-2021

UNDER THE GUIDANCE OF  
DR. VIJAYALAXMI NEMMANIWAR  
SUBMITTED TO  
SAVITRIBAI PHULE PUNE UNIVERSITY  
IN PARTIAL FULFILLMENT OF  
MASTERS OF COMMERCE (M.COM)  
THROUGH

SURYADATTA COLLEGE OF MANAGEMENT, INFORMATION RESEARCH AND  
TECHNOLOGY PUNE -411021



**Suryadatta**  
Enriching Careers  
& Enhancing Lives

# CERTIFICATE

This is to certify that Mr./Miss/Ms. RAJESH RAI

Student of B.Sc. (CS) / BBA(CA)/ MCOM Semester IV having  
Seat No. 22503 at Suryadatta College of Management  
Information Research & Technology (SCMIRT), Pune has successfully  
completed the assigned Project titled HOUSING LOAN OF PUBLIC AND PRIVATE  
as per the norms of University of Pune During the academic  
year 2021.

  
Internal Examiner

Project Guide

Place: Pune

Date: 4/10/21



  
External Examiner

  
Principal

**Principal**  
SEF's Suryadatta College of Management  
Information Research and Technology(SCMIRT)



# CERTIFICATE

This is to certify that Mr./Miss/Ms. Anup yadav, Krishna Shinde, Arneed rakesh

Student of B.Sc. (CS) / BCA / MCA (Comm.) / MSC (CS) / MCA (Sci.)

Semester IV having Seat No. 21522, 21514, 21507 at Suryadatta

College of Management Information Research & Technology (SCMIRT),

Pune has successfully completed the assigned Project titled

Tours & Travels System as per the norms of University of

Pune During the academic year 2020-21.

Dippak  
Internal Examiner

External Examiner

Dippak  
Project Guide

Principal

Place: Pune

Date: 4/8/21



M.Sc.(C.S)

## Company certificate



**SANSUI ELECTRONICS PVT. LTD.**  
E-59, Marketyard, Near Krishi Panan Mandal,  
Gullekdi, Pune - 411037 India.  
Tel.: +91 20 29701441  
Mob.: +91 9823888288 / 9784491000  
sales@sansui.co.in  
www.sansuiesales.com

Date: 30 June 2021.

### To Whomsoever It May Concern

This is to certify that **Shraddha Chavan** who is pursuing his/her Master of Science (Computer Science) has undergone his/her internship on following Project at Sansui Electronics Pvt Ltd.

Project Title: "Online interior design system – Goodwill Interior"

Duration: 15 May 2021 – 30 June 2021.

During her tenure, we found her to be extremely hard working, efficient and sincere.

We wish her all the best in all her future endeavors.

Regards,

*Harshada P.*  
Harshada P.



HR Executive



# CERTIFICATE

This is to certify that Mr./Miss/Ms. Vaishnavi Sunil Adhikari

Student of B.Sc. (CS) / BCA / MCA (Comm.) / <sup>✓</sup>MSC (CS) / MCA (Sci.)

Semester 4 having Seat No. 21472 at Suryadatta

College of Management Information Research & Technology (SCMIRT),

Pune has successfully completed the assigned Project titled

Online Hiring Driver System as per the norms of University of

Pune During the academic year 2020-2021.

Dippak

Internal Examiner

Dippak

Project Guide



External Examiner

Principal

Place: Pune

Date: 4/8/21

**BACHELOR IN BUSINESS ADMINISTRATION-  
INTERNATIONAL BUSINESS**

**A PROJECT REPORT ON-  
“ TO STUDY ORACLE SUPPLY CHAIN MANAGEMENT CLOUD  
SOFTWARE”**

**SUBMITTED BY-  
‘KULKARNI VAISHNAVI’**

**BBA (IB) SEMESTER-IV  
ACADEMIC YEAR: - 2020-2021**

**UNDER THE GUIDENCE OF-  
NATALI SAKHARKAR**

**SUBMITTED TO-  
SAVITRIBAIL PHULE UNIVERSITY  
IN PARTIAL FULFILLMENT OF-  
BACHELOR IN BUSINESS ADMINISTRATION-  
INTERNATIONAL BUSINESS BBA(IB)  
THROUGH**



**SURYADATTA COLLEGE OF MANAGEMENT INFORMATION RESEARCH  
AND TECHNOLOGY, PUNE-411021**

**SAVITRIBAI PHULE UNIVERSITY**  
**BACHELOR IN BUSINESS ADMINISTRATION-**  
**INTERNATIONAL BUSINESS**

**DECLARATION-**

I the undersigned solemnly declare that the project report Oracle SCM (Supply Chain Management Cloud) is based on my own work carried out during the course of our study under the supervision of **Prof. Natali Sakharkar**

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- I. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
- III. I have followed the guidelines provided by the university in writing the report.
- IV. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them in the text of the report and giving their details in the references.

Vaishnavi Vinayak Kulkarni  
SY BBA-IB, SCMIRT, Pune.



A handwritten signature in blue ink, appearing to read "Vaishnavi".

**SAVITRIBAI PHULE UNIVERSITY**  
**BACHELOR IN BUSINESS ADMINISTRATION-**  
**INTERNATIONAL BUSINESS**

**Acknowledgement**

At the start, I would like to express my sincere gratitude to **Prof. Natali Sakharkar** from Suryadatta College of Management Institute of Research and Technology (SCMIRT), Pune - 411021 for successful completion of a project in partial fulfilment of Bachelor of Business Administration-International Business (BBA-IB) under her guidance to allow me to work on such an interesting subject. She provided me proper and correct direction for completion of the project work. Her continuous guidance during the project helped me in channelizing our efforts quite appropriately. I am very thankful for guidance given and cooperation extended for carrying out the project.

I am also thankful to all the respondents, family members and friends who have helped me to conclude the contents of the project in decent and presentable manner.





# SAVITRIBAI PHULE UNIVERSITY

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*D. Phule*





## Oracle SCM (Supply Chain Management Cloud)



**Oracle** is an American Multinational Computer Technology Corporation headquartered in Austin, Texas.

**Oracle** SCM (Supply Chain Management Cloud) is a cloud-based application built by **Oracle**. It unifies end-to-end business processes considering the changing supply chain needs of the modern enterprises.

It incorporates the digital supply chain with capabilities that include product innovation, strategic material sourcing, outsourced manufacturing, integrated logistics, Omni channel fulfilment, and integrated demand and supply planning, which makes **Oracle** SCM Cloud the most comprehensive SCM suite in the cloud.

**Oracle** SCM Cloud allows to deploy functionality incrementally, with minimal risk, lower cost, and maximum flexibility—all with the benefit of ongoing functional innovation and operating a more sustainable supply chain.



**Oracle SCM cloud consists of various module/offerings -**

- 1) Logistics cloud
- 2) Order Management Cloud
- 3) Procurement Cloud
- 4) Product Management Cloud (PLM / PIM)
- 5) Service Logistics Cloud
- 6) Supply Chain Collaboration and Visibility Cloud
- 7) Supply Chain Execution Cloud (Inventory, Maintenance, Manufacturing)
- 8) Supply Chain Planning Cloud

## Explanation of various Oracle SCM Cloud Components-



### **A) Logistics Cloud:-**

- Oracle Logistics Cloud is an integrated solution that seamlessly manages transportation, global trade, and warehouse management activities via unified business processes.
- With technology for transportation planning and execution, trade compliance, customs management, and warehouse management you no longer need to manually integrate multiple applications and technologies to execute unified logistics processes.
- Oracle enables you to manage all your logistics processes across every region of the world using one Cloud-based suite.

### **B) Order Management Cloud:-**

- Oracle Order Management Cloud is designed to improve order capture and fulfillment execution across the quote to cash process by providing a central order hub for multi-channel environments.
- This application provides the ability to capture, price and configure orders through direct order entry.

### **C) Procurement Cloud:-**

- Oracle Cloud Procurement is an integrated solution that provides key

insights and control over supplier qualifications and risk to ensure uninterrupted operations while maximizing cost savings, enforcing compliant spending, and improving profitability.

#### **D) Product Management Cloud(PLM):-**

- Oracle Cloud PLM (Product Life Cycle Management) accelerates innovation and new product introductions by efficiently managing items, parts, products, documents, requirements, engineering change orders, and quality work flows across globalized supply Chains while seamlessly integrating to computer-aided design (CAD) systems.

#### **E) Product Information Management (PIM):-**

- Oracle Cloud (PIM) Product Information Management is data hub is an enterprise data management solution that enables customers to centralize all product information from heterogeneous systems, creating a single view of product that can be leveraged across all functional departments.

#### **F) Service Logistics Cloud: -**

- Oracle Cloud Service Logistics uses machine learning recommendations to create efficient routes and repair schedules.

#### **G) Supply Chain Collaboration and Visibility Cloud: -**

- Oracle Supply Chain Collaboration Cloud enables companies to jointly plan supply, gain visibility into trading partner data, coordinate contract manufacturing execution, and measure performance across their trading networks.
- Trading partners are actively involved in the decision-making process, so that they can exchange early warning signs and collaboratively resolve supply chain issues.
- Oracle supply chain collaboration cloud is flexible, predefined business processes to their unique requirements.

#### **H) Supply Chain Execution Cloud: -**

##### **1) Inventory Management Cloud: -**

- Inventory Management is crucial for the success of your organization.
- Good inventory management strategy saves your time and money.
- Inventory management cloud is complete, modern materials management solution that can help you manage the flow of goods across your business organizations.
- Use social networking tools and notifications to collaborate with other areas of your business.
- Simplify Classification of materials with a variety of ABC valuation methods

allowing for effective counting of different types of materials.

- You can optimize the flow of goods throughout your organization and effectively manage your global inventory.

### 2) Maintenance Management Cloud: -

- Oracle fusion Cloud Maintenance management solution.
- Powered by advanced technologies, it enables predictive maintenance and helps you increase reliability and uptime while reducing overall costs.

### 3) Manufacturing Management Cloud: -

- Oracle fusion Cloud Manufacturing helps you streamline your global, mixed-mode manufacturing to make anything, anywhere, with an intelligent, optimized, and integrated solution powered by the Internet of things (IoT) and Artificial Intelligence (AI).

## I) **Supply Chain Planning Cloud:-**

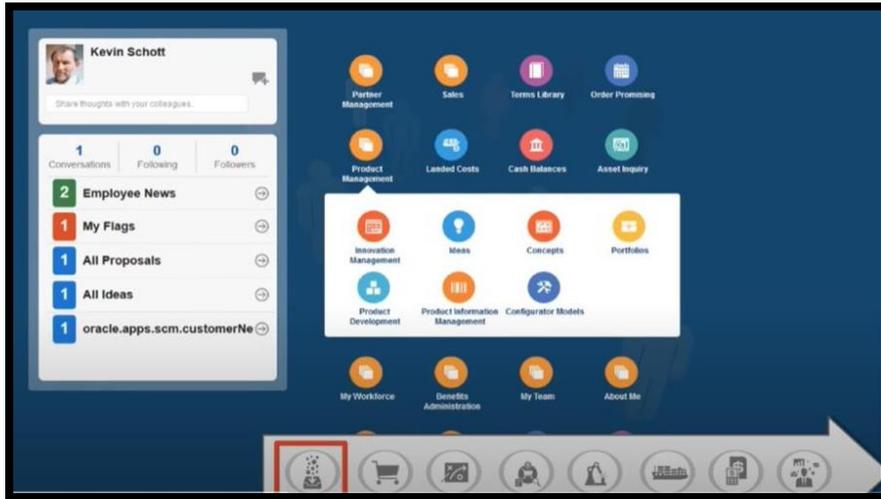
- With the help of Supply Chain Planning your supply chain end-to-end in the cloud.
- Effortlessly combine demand insights, supply constraints, and stakeholder input, and apply built-in machine learning to improve profitability while accelerating customer service.

## How does the Software works?

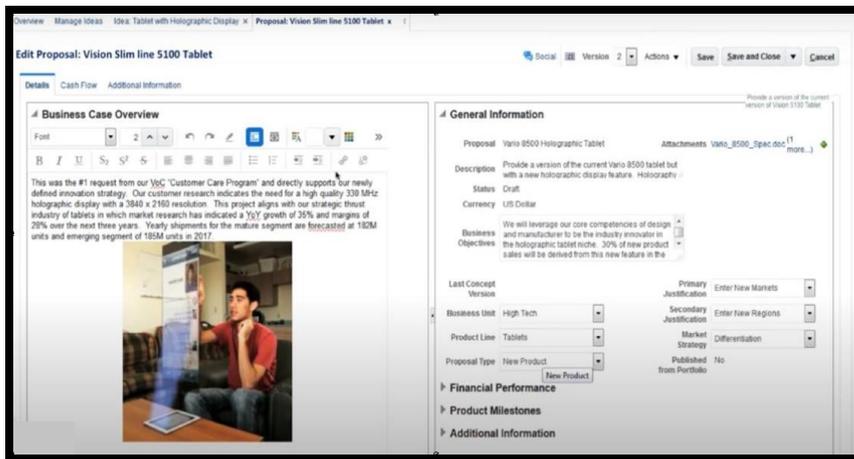
The overall demonstration of Oracle Supply Chain Management Cloud is as follows -



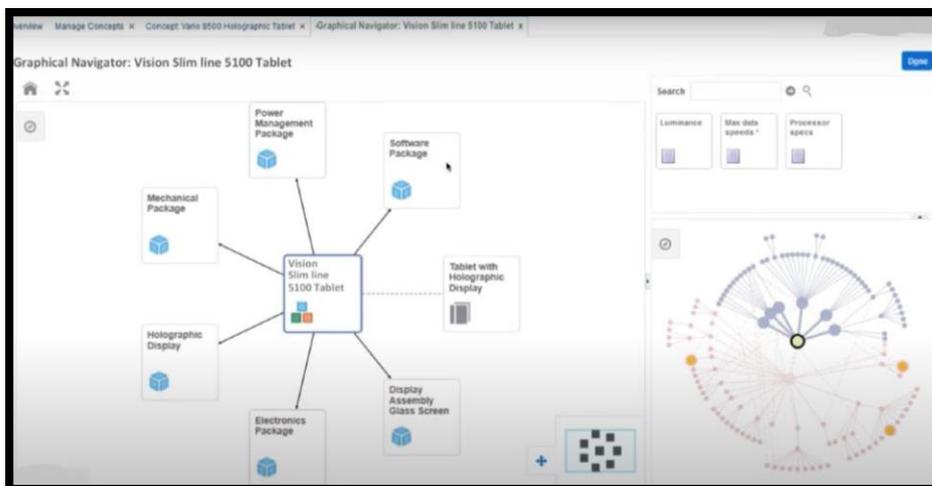
- This enables you to deliver perfect orders of profitable products.



- Here, we are going to start the role of design engineer and with the PLM innovationmanagement to create our profitable product.



- This idea of a Slim line tablet was captured and developed in the ideationprocess and prioritize its potential winner.

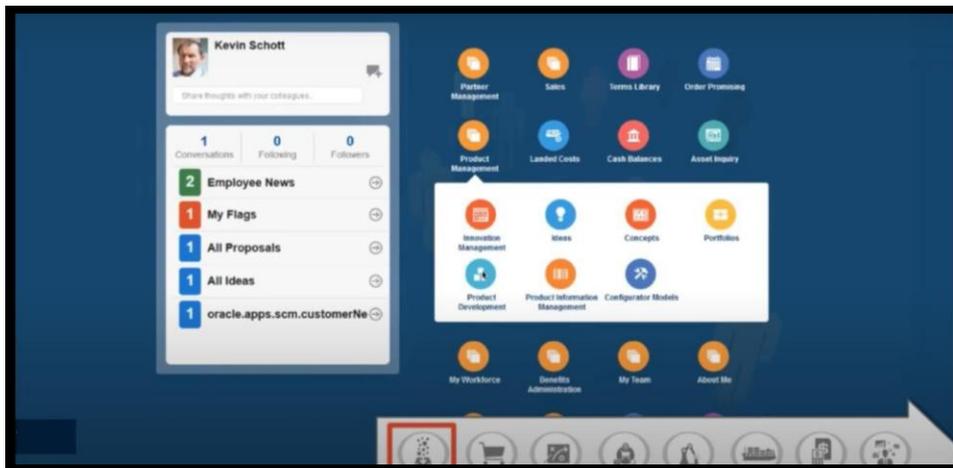


- Here there is high level conceptual design that leverages any existing design

elements. This helps to accelerate the Process and reduce risk at this initial design stage.

name	Quan	Alternative	Entry Level	Mid Tier	High End	Cost	Weight	Power	Compliance	Requirements	Status
Vision 5100 Tablet						307.7	11.67	9.24	Not Compliant	0/0	
Display Assembly Glass Screen	1	---				14.85	1.4	0	Compliant	0/0	
Capacitive overlay	1	---				4.5	0.3	0	Compliant	0/0	
Glass Panel	1	---				8.2	1	0	Compliant	0/0	
Touch Screen Controller	1	---				2.15	0.1	0	Compliant	0/0	
Electronics Package	1	---				207.5	2.06	7.6	Not Compliant	1/2	
Memory	1	---				14	0.2	0.8	Compliant	0/1	
Processor	1	---				32	0	3.2	Not Compliant	0/0	
Bluetooth	1	✓	---	✓	✓	1.5	0.1	0.3	Compliant	0/0	
WLAN	1	---				2.5	0.06	1	Compliant	0/0	
Storage Option 1	1	✓	✓	---	---	50	0.6	0.5	Compliant	0/0	
Storage Option 2	1	✓	✓	---	---	52.5	0.6	1	Compliant	0/0	

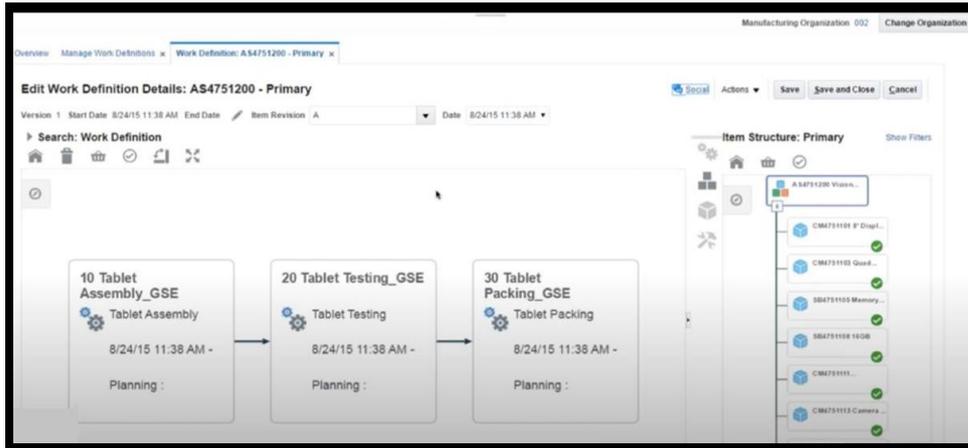
➤ This software has been tested and it is quite useful.



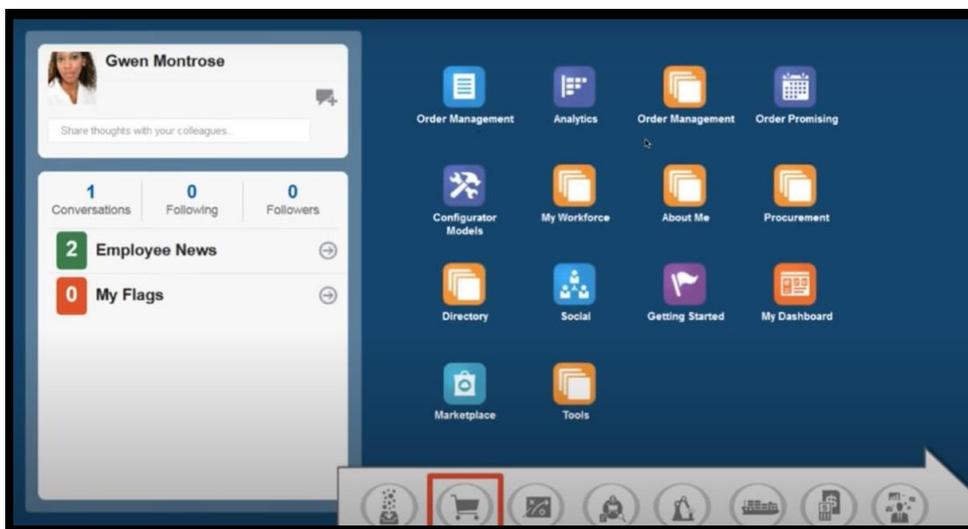
➤ Formal PLM Process

Item	Description	Revision	Quantity	UOM	Sequence	Lifecycle	Approval Status	Reference	Additional Information
A54751200	Vision 5100 Tablet	C		Ea		Design	Approved		
CM90910	Display Assembly	B	1	Ea	30	Production	Approved		
A547511	Electronics Package	A	1	Ea	60	Design	Approved		
CM90912	Power Management Package	A	1	Ea	90	Production	Approved		
CM90913	Mechanical Package	B	1	Ea	120	Production	Approved		
CM90915	Software Package	A	1	Ea	150	Production	Approved		

➤ We can take conceptual design and create a detailed bill of materials togetherwith all of the additional information, Product development operates throughout using embedded analytics Christin collaboration and comprehensivechange control system.



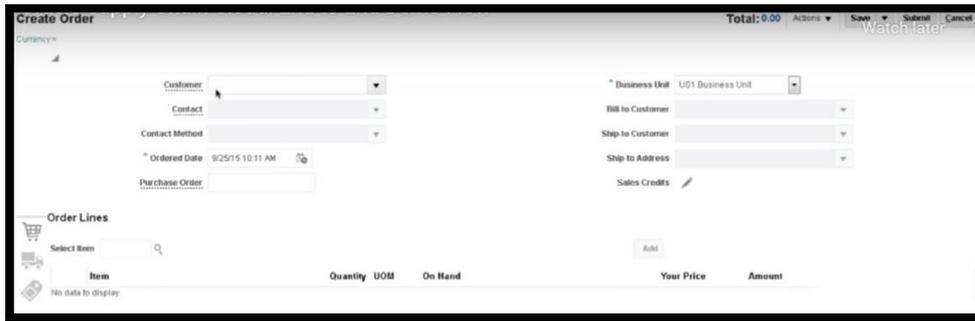
- Now we have commercialized the design by creating work definition which defines how the item will be actually manufactured all using this innovative visual assembly user interface.



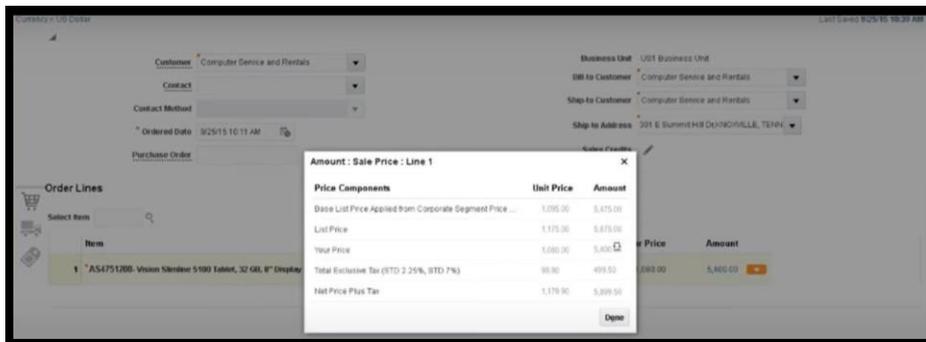
- Perfect Order
- The management Cloud is a full function multi-Channel order management system that also contains built in capture capabilities for both standard and configured orders.



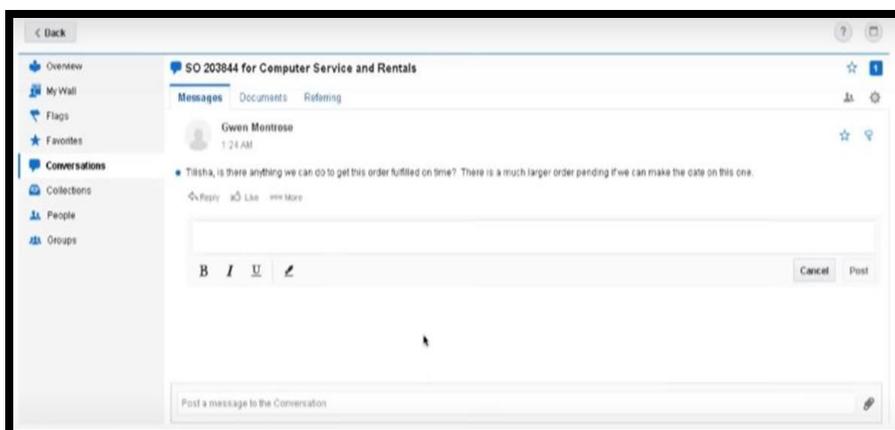
- Now have here a built-in analytics dashboard which highlights status in anycritical actions that I may need.



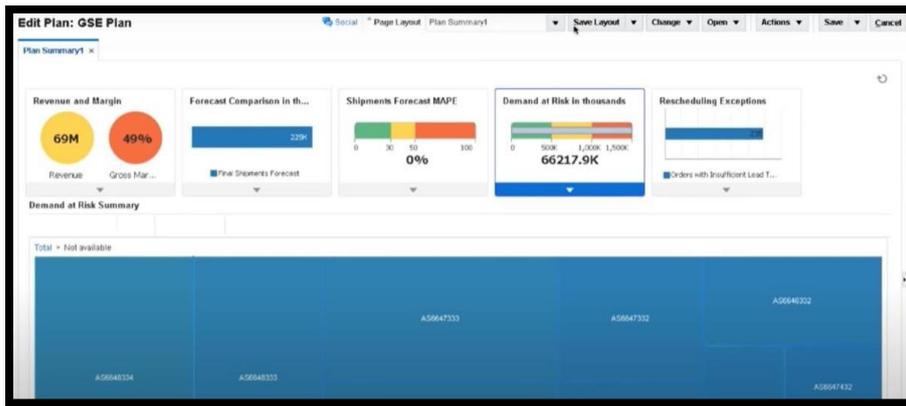
- In this we have to enter the first few letters of the customer's name, and sameprocedure for items as well.
- Enter the quantity 5 and add that to the order, the order is auto-priced using an in-built powerful flexible pricing engine.



- Now in this above picture you can see that the customer has received 5%Discount.
- We have got a low inventory warning so let's see about shipping.
- From the Global order promising has advised us that some of this order will be 7 day's late because there are multiple shipments.
- The shipment will be broken into one four own hands with another for whichstill need to be manufactured and these are going to be 7 days late.



- Using Oracle Social, we can send the message to the planner for requesting some assistance

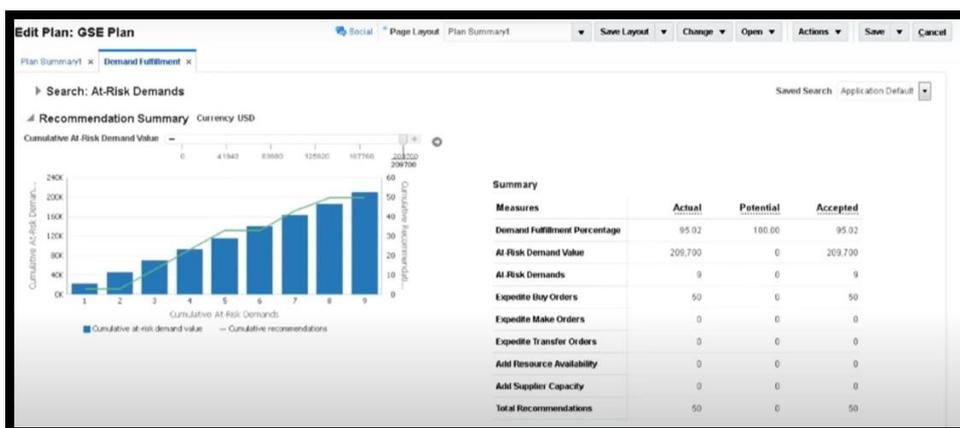


- Planning central is a demand and supply planning application combining sophistication with ease of delivering whole range of information about the health of my Supply Chain to my fingertips using a heat map.

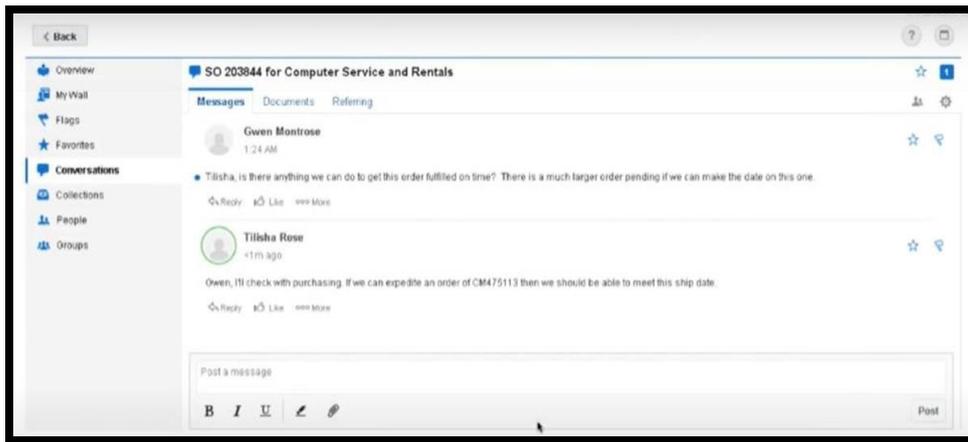
The screenshot shows the 'Order Entry' form for a customer named 'Computer Service and Rentals'. It includes various fields for order management:

- Customer Information:** Computer Service and Rentals, Contract, Contact Method, Ordered Date (9/25/15 10:11 AM), and Purchase Order.
- Business Unit:** US1 Business Unit, Bill to Customer, Ship to Customer, and Ship to Address (301 E Summit Hill Dr JONKIVILLE, TENN).
- Shipment Details:** General, Shipping, and Supply tabs. Fields include Latest Acceptable Date, Earliest Acceptable Date, FOB Shipping Point, Freight Terms (Collect freight), Allow Partial Shipments of Lines, Shipment Priority (Medium), Shipping Instructions, and Packing Instructions (Fragile).
- Order Line Details:** A table with columns for Item, Quantity, UOM, Ship to Address, Requested Date, Shipment Set, and Availability Status. One line is visible for item AS4751200 (Vision Slimline 5100 Tablet, 32 GB).

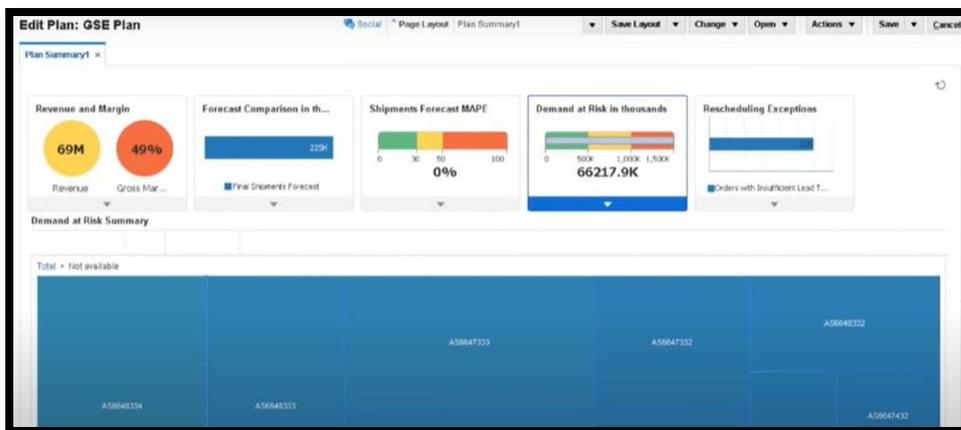
- With the help of it I can easily identify my demand and risks and request for assistance.



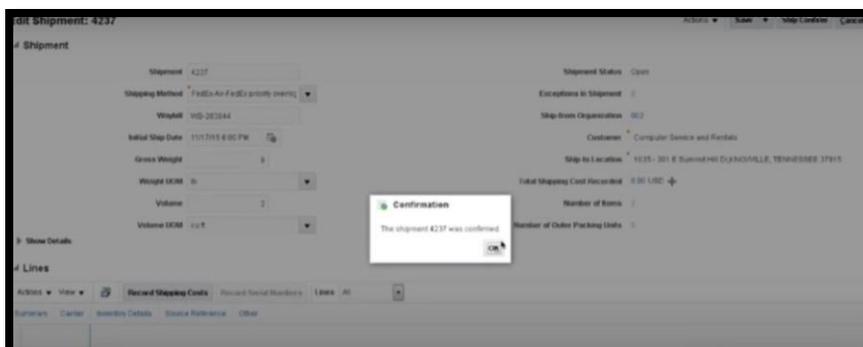
- Planning central has helped to analyse the demands at the risk.



- Using Oracle Social, I can message the planner requesting some assistance.



- Planning central is a modern integrated demand and supply planning application combining sophistication with the ease of use delivering a wholerange of information with the help of supply Chain to my fingertips.
- Using heat map (The **heat map** provides a powerful visual image of where efficiency opportunities may exist within a warehouse operation.) we can quickly identify demand at risk.
- Work execution has rapid entry of material and resource optimized for routine and fast entry of operations.



- After all this a bit detailed and technical procedure, the finished goods are nowavailable for shipping.
- The Sales Clerk is notified the order is shipped and is awaiting billing at this stage the system creates the invoice which is automatically sent

electronically to the customer.

- The receivable clerk can verify the invoice and view the transaction.

Bill-to		Ship-to	INVOICE			
Computer Service and Rentals 301 E Summit Hill Dr KNOXVILLE, TENNESSEE 37915		Computer Service and Rentals 301 E Summit Hill Dr KNOXVILLE, TENNESSEE 37915	80903			
Purchase Order		Sales Order	203844	Line Total	5,400.00	
Invoice Date	9/28/15			Sales Tax	499.50	
Shipped Date	9/28/15			Shipping	0.00	
				Total	5,899.50	
				Payments	0.00	
				Credits	0.00	
				Financial Charges	0.00	
Payment Terms	Net 15	Due Date	10/13/15	Balance Due	\$5,899.50	
No.	Product	Description	UOM	Quantity	Unit Price	Amount
1	AS475120	Vision Slimline 5100 Tablet, 32 GB, 8" Display	Ea	5	1,080.00	5,400.00

- Lastly the cost accountant can verify the cost of the manufacturing process and look at the variances of manufacturing process.



- This is how we have achieved our objective of the delivery of a profitable product on a perfect order all using the oracle Supply Chain Management Cloud.

### Benefits of the software to the organization -

- Continuously improve forecast accuracy, collaboration, and end-to-end visibility with flexible and resilient supply chain planning, manufacturing, and execution.
- Drive process efficiency while managing costs with integrated, advanced technologies that help you adapt to changing conditions.

## Unique Selling Point(USP) of Oracle Supply Chain Management Cloud -

### **A) Agility: -**

- SCM (Supply Chain Management) Cloud allows you to quickly and separately deploy new services and capabilities, and easily scale to meet rapidly changing demand.

### **B) Completeness and Connectivity: -**

- Open and Seamless integration with IT (Information Technology) solutions [ Financial systems, mobile, and IoT devices]
- It enables real-time collaboration and a single source of truth.

### **C) Security: -**

- Cloud Solutions support best-in-class security features such as encryption, virus scanning and whitelist support.

### **D) Easy to use: -**

- You will benefit from the outsourcing of management, maintenance, and upgrades.
- And from intuitive user experiences, accurate analytics and social collaborations tools.
- They all are accessed anywhere, at any time, and from virtually any device.

### **I. Cost and Efficiency: -**

- On top of low upfront investments, more affordable upgrades and new capability rollouts and makes adapting to changes far less expensive.

### **II. Fast, Flexible, and Safe deployment: -**

- The best solutions offer a seamless, incremental transition where you select elements that deliver the greatest value and implement at the right pace of your organization.

## **METHODOLOGY**

How to choose a most appropriate research method is one of the crucial questions in every research study. It should be consistent with objectives as well as the nature of the research. The researcher is using secondary data collection method for completion of this project.

The Secondary data is collected from the websites, books and e-books, previous published articles, magazines, and you tube video and various research reports.



## Advantages of Oracle Cloud SCM

### ✦ **Optimize business performance -**

- Continuously improve forecast accuracy, collaboration, and end-to-end visibility with flexible and resilient supply chain planning, manufacturing, and execution. Drive process efficiency while managing costs with integrated, advanced technologies that help you adapt to changing conditions.

### ✦ **Outperform with intelligence -**

- Harness customer experience, operational, machine, and product data to predict trends, model scenarios, and plan effectively. Drive faster innovation, quickly adjust plans and forecasts, improve decision-making, and align supply chain execution to outpace change.

### ✦ **Deliver an exceptional customer experience -**

- Exceed customer expectations through perfect orders and service done right the first time with a unified solution for sales, service, and supply chain management. Plan, work, and collaborate more effectively with social, mobile, and remote access anytime, anywhere.



## Disadvantages of Oracle Supply Chain Management -

### ✚ **Unauthorized use -**

- Which can occur either intentionally or unintentionally. The common cause is that employees might use untested or unauthorized cloud services which will harm the entire SCM system.

### ✚ **Insecure interface -**

- If the system in the cloud is accessed via an API (application programming interface). The API can automate almost all inter organization transactions today which can be exposed to the world.

### ✚ **Insufficient access management -**

- It can occur in two ways. First is through an inadequate credentials policy that does not require strong passwords or frequent updating. Second is through a risk known as Shadow IT, a rogue IT system.

### ✚ **Multi-tenancy issue -**

- It is a sharing of resources among stakeholders and customers. This can be the greatest risk as resources can be vulnerable to leakage.

### ✚ **Multi-cloud issues -**

- Multiple clouds which stem from several factors such as configuration and deployment of various clouds, lack of investments required to ensure clouds are

compatible or enabling more APIs which translates to more entry points for hackers.



KEY FEATURES OF SCM CLOUD: -

**ORACLE  LIVE**

**The future  
of supply chain is agile.**

**The future  
of finance is real time,  
ahead of time.**

**The future  
is customers obsessed,  
and every moment matters.**

**The future  
is in the cloud.**

**The future  
is here.**

**And we're  
here for you.**

**ORACLE  LIVE**

## **I. Collaboration and Visibility:**

- Increased data visibility allows managers to plan and forecast efficiently. Maintain contact with clients and partners with a messaging system that links businesses.
- Better collaboration between employees enforces better collaborative planning for the entire supply chain.

## **II. Distribution Planning:**

- Gain access to world-class planning tools and quickly respond to demand changes.
- Plan ahead to reduce inventory and prevent detrimental issues with manufacturing.

### **A) Manage Demand:**

- Enables users to forecast the products needed using its demand management toolset, helping companies stay ahead of market changes and become driven by it.

### **B) Promotion Management:**

- Its data-mining capabilities can help discover successful promotion tactics for various operations to maximize ROI.
- Data from sales points can be measured and used to predict strong promotion strategies.

### **C) Transportation Management:**

- Optimize shipments across all methods, regardless of the transport mode through its transportation management.
- Reduces the complexity of fleet management while boosting carrier sourcing.

### **D) Warehouse Management:**

- Real-time visibility into warehousing processes strengthens accuracy and reduces daily costs.
- Automates several time-intensive operations and helps task employees with more essential duties.

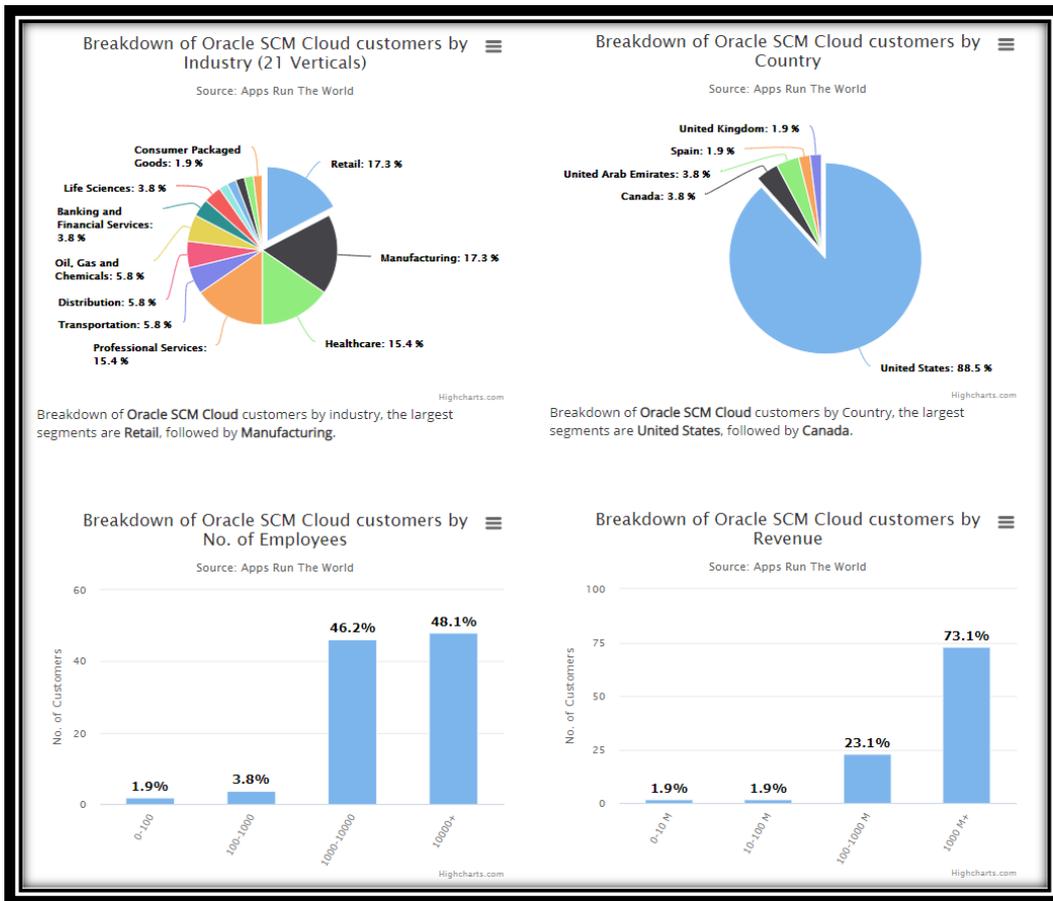
## **List of Oracle SCM Cloud Customers: -**

- Since 2010, global team of researchers of Oracle has been studying **Oracle SCM Cloud customers** around the world, aggregating massive amounts of data points that form the basis of our forecast assumptions and perhaps the rise and fall of certain vendors and their products on a quarterly basis.
- Each quarter the research team identifies companies that have purchases Oracle SCM Cloud for Supply Chain Management from public (Press Releases, Customer References, Testimonials, Case Studies and Success Stories) and proprietary sources, including the customer size, industry, location, implementation status, partner involvement, LOB Key Stakeholders and related IT decision-makers contact details.
- The Oracle SCM Cloud customer wins are being incorporated in our Enterprise Applications Buyer Insight and Technographic Customer Database which has over 100 data fields that detail company usage of SCM software systems and their digital transformation initiatives. Apps Run the World wants to become your No. 1 technographic market data source!

## **Companies using Oracle SCM Cloud for Supply Chain Management include -**

- FedEx Corporation, a United States based Distribution organisation with 400000 employees and revenues of \$69.69 billion, Albertsons, a United States based Retail organisation with 270000 employees and revenues of \$62.46 billion, Nucor Corporation, a United States based Oil, Gas and Chemicals organisation with 26800 employees and revenues of \$22.00 billion, Manpower Inc.
- The United States based Professional Services organisation with 25000 employees and revenues of \$18.00 billion, The Bank of New York Mellon Corporation, a United States based Banking and Financial Services organisation with 48600 employees and revenues of \$15.43 billion and many others.

## Breakdown of Oracle SCM Cloud:-



### SCM CLOUD



Following table shows detailed information regarding users of Oracle SCM Cloud Users -

<u>Customer/Industry</u>	<u>Country</u>	<u>Vendor</u>	<u>Old Product</u>	<u>New Product</u>	<u>Category</u>
Albertsons-Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
American Lighting, Inc - Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Astec Industries, Inc-Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Bloom Energy Corporation-Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Camping World Holdings, Inc. - Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Banking and Financial Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management

Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Manufacturing	United Arab Emirates	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Insurance	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United Arab Emirates	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Oil, Gas and Chemicals	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Distribution	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management

Transportation	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Distribution	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Life Sciences	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Construction and Real Estate	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Communications	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Transportation	United Kingdom	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Life Sciences	Canada	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management

Oil, Gas and Chemicals	Spain	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Oracle PeopleSoft SCM	Oracle SCM Cloud	Supply Chain Management
Leisure and Hospitality	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Oil, Gas and Chemicals	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Retail	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Distribution	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management

Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Manufacturing	Canada	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Banking and Financial Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Consumer Packaged Goods	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Manufacturing	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Transportation	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Healthcare	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management
Professional Services	United States	Oracle	Legacy Applications	Oracle SCM Cloud	Supply Chain Management

## UPDATATIONS OF SCM CLOUDS: -

### **New Production Scheduling:**

- Maximizes factory throughput and asset utilization for discrete industries.
- This feature helps customers manage production schedules with drag and drop capabilities, real-time analytics to monitor schedule performance, and real-time work order synchronization with Oracle Manufacturing;

### **New Order Management Capabilities:**

- Improve the productivity and user experience for Oracle Order Management users by enabling them to move on to other tasks while large orders are processed in the background, in addition to supporting the execution of secure and fast credit card payments.

### **New Procurement Capabilities:**

- Streamline and simplify the procurement process with: new auction pre-bidding capabilities that help suppliers better prepare for negotiations; master contract variables to improve the accuracy of contract information; and expanded purchase order distribution capabilities that help customers collaborate more effectively.

### **Maintenance Work Requests Through Oracle Help Desk:**

-  Improve responsiveness and enhance asset maintenance by enabling any employee to quickly and easily report facility and asset related maintenance discrepancies.

### **Lot Split, Merge, and Translate Services:**

- Enable customers to split lots into smaller units, merge smaller lots into one large lot, and move units to a new lot (translate) using REST and file-based data import (FBDI), in order to meet partner support requirements.

### **New Oracle IoT Asset Monitoring & IoT Production Monitoring Capabilities:**

- Enable customers to monitor key characteristics of their assets and gain a full view of their production line output
- Oracle also introduced new logistics capabilities to Oracle Cloud SCM focused on helping shippers plan and adapt to disruptions and execution, in order to exceed customer expectations, including.

### **🚦 New Oracle Transportation Management (OTM) Machine Learning Capabilities:**

- Help customers accurately predict transit times, reduce costs associated with unplanned delays, and increase logistics efficiency.

### **🚦 New Oracle IoT Fleet Monitoring Machine Learning Capabilities:**

- Improve accuracy and cost savings by applying feature-based machine learning on OTM data to determine insights and predict transit times for planned shipments.
- In addition, drivers can now use the Oracle IoT Fleet Monitoring mobile app to complete a shipment.

### **🚦 Digitally Connected Logistics with IoT:**

- Out-of-the box integration between OTM and Oracle IoT Intelligent Apps enables customers to reduce costs and streamline deliveries by using IoT sensor-based monitoring to track equipment, trailers, and pallets, as well as to monitor the condition of the cargo or inventory being transported.

### **🚦 Qualify Goods for Trade Agreements:**

- Delivers improved margins and increased competitiveness. With this feature, users can qualify products against global trade agreements to support customer sales orders and internal transfer order processes.

- ◆ In **late January**, Oracle introduced new updates focused on helping shippers augment global supply chain efficiencies for Oracle SCM.





### **COVID-19 and the Oracle SCM Cloud: -**

- Supply Chain Management (SCM) disruption caused by Covid-19 has reached an amazing level and impacted virtually all of us.
- Due to this Pandemic many organizations have started to transform digitally.
- Digital transformation is an opportunity to improve business processes and deliver value to your clients.

## Key Learnings:-



- Effective Contribution of Oracle SCM in increasing the profitability of the business.
- Impact of COVID-19 PANDEMIC on the Multi-National Corporations.
- Digital Transformation of Business since Lockdown.



### Conclusion: -

- The main aim of this Project Report was to study Oracle Supply Chain Management (Cloud) Software and how does it help in running all the business processes smoothly.
- The Oracle Supply Chain Management (Cloud) has helped the business in optimizing business performance and increased profitability of the business.
- With the help of this Project Report I was able to learn the Oracle SCM Cloud in details and its benefits.

**The great growling engine of Change is: -TECHNOLOGY  
AND  
TECHNOLOGY CONNECTS US, UNITES US, AND AMPLIFIES OUR POWER  
IN MAKING THIS WORLD A BETTER PLACE TO LIVE IN!!.**

## SUGGESTION

From Oracle:

- Service packs should be delivered in timely manner.
- service packs if any shall be delivered on 1<sup>st</sup> Monday of every month.

### Bibliography: -

- <https://www.oracle.com/in/scm/>
- <https://docs.oracle.com/en/cloud/saas/supply-chain-management/20b/fauca/creating-and-administering-analytics-and-reports-for-scm.pdf>
- <https://www.trinamix.com/oracle-supply-chain-management/>
- <https://www.youtube.com/watch?v=LGM40nlmxU>
- <https://cssus.com/services/supply-chain-planning/>
- <https://www.predictiveanalyticstoday.com/cloud-computing-in-supply-chain-activities-benefits-and-adoption/>
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- <http://www.audentia-gestion.fr/oracle/scm-cloud-plan-to-produce-brief-2811102.pdf>
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- [https://education.oracle.com/oracle-supply-chain-management-cloud-learning-subscription/ls\\_662](https://education.oracle.com/oracle-supply-chain-management-cloud-learning-subscription/ls_662)
- <https://gaeaglobal.com/oracle-scm-cloud-customers-can-use-cloud-label-service-facilitate-collaboration-efficiency-across-entire-supply-chain/>
- [https://www.supplychain247.com/article/oracle\\_acquires\\_cloud\\_based\\_logfire\\_to\\_boost\\_its\\_supply\\_chain\\_management/logfire](https://www.supplychain247.com/article/oracle_acquires_cloud_based_logfire_to_boost_its_supply_chain_management/logfire)

**BACHELOR'S IN BUSINESS ADMINISTRATION  
INTERNATIONAL BUSINESS**

**A PROJECT REPORT ON  
ZOHOO INVENTORY**

**SUBMITTED BY  
YOURADNI KHETAWAT  
BBA-IB (SEMESTER-4)  
ACADEMIC YEAR 2021**

**UNDER THE GUIDANCE OF  
PROF.NATALI SAKHARKAR**

**SUBMITTED TO  
SAVITRIBAI PHULE UNIVERSITY  
IN PARTIAL FULFILLMENT OF  
BACHELOR OF BUSINESS ADMINISTRATION – INTERNATIONAL  
BUSINESS (BBA-IB)**

**THROUGH**



**SURYADUTTA COLLEGE OF MANAGEMENT, INFORMATION, RESEARCH  
AND TECHNOLOGY, PUNE-411021**

**SAVITRIBAI PHULE PUNE UNIVERSITY**  
**BACHELOR IN BUSINESS ADMINISTRATION**  
**INTERNATIONAL BUSINESS**

**ACKNOWLEDGEMENT**

I acknowledge my deepest thanks to my project guide Prof. Natali Sakharkar for all her care and encouraging words and giving me this golden opportunity to do this wonderful project on Zoho Management Software.

Who also helped me in completing my report. I have come across so many New things and a great learning from this particular project.





**SAVITRIBAI PHULE PUNE UNIVERSITY BACHELOR OF BUSINESS  
ADMINISTRATION  
INTERNATIONAL BUSINESS**

**DECLARATION**

This is to declare that I have completed my report under the guidance of  
Prof. Natali Sakharkar.

This report is solely the result of our combined efforts and has not been submitted by anyone  
Earlier either to this University/Institution or to any other  
University/Institution for any purpose. The data provided here is from secondary data  
As well as some from primary data.

DATE:29<sup>th</sup> May 2021

-Youradni Khetawat



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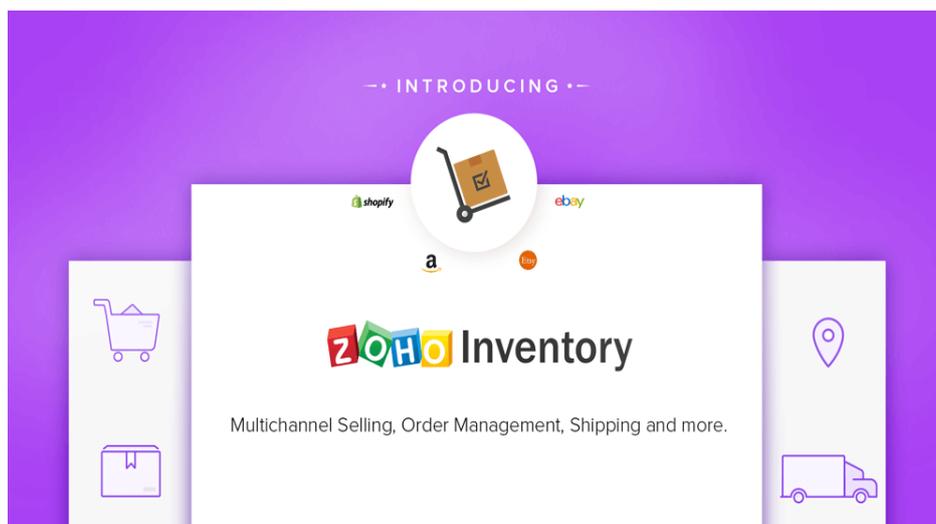
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<b>2</b>	<b>HISTORY</b>
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## INTRODUCTION OF ZOHO INVENTORY



For most small business owners—both retailers and online sellers—simultaneously managing a large number of orders can be time-consuming. Everything from making purchases to keeping track of stock and ultimately fulfilling orders can be a nightmare; especially, if you're using a manual and inefficient process.

Fortunately, we have a solution. You can now simplify your order and inventory process and grow your business with the newest Zoho app, [zoho inventory](#).



A lot of businesses that sell physical goods require a system to keep track of their orders and stock. Along with handling your [CRM](#) and [accounting](#) needs, our new inventory management software is the perfect addition to our growing suite of finance apps. With Zoho Inventory (and the other Zoho apps), you can now streamline operations and run a more efficient business.

Zoho Inventory offers a combination of powerful features that makes the entire ordermanagement cycle as effortless as possible.

To keep track of the products you sell, the products in stock, reorder the certain products based on the demand, and to know the status of each product is not an easy task. Zoho inventory is an online inventory management application which orders and keeps track of the stocks and reorders products based on analytics. Zoho inventory supports multiple sales channels which are integrated with each other, it enables more orders hence more demand for the product.

## HISTORY OF ZOHO INVENTORY



From 1996 to 2009, the company was known as AdventNet, Inc. AdventNet expanded operations into Japan in 2001. Zoho CRM was released in 2005, followed by the releases of Projects, Creator and Sheet in 2006. Zoho expanded into the collaboration space with the release of Zoho Docs and Zoho Meeting in 2007. In 2008 the company added invoicing and mail applications, reaching one million users by August of that year. In 2009, the company was renamed Zoho Corporation after its online office suite. The company remains privately owned.

In 2017 Zoho launched Zoho One, a comprehensive suite of over forty applications. Zoho reached more than 50 million customers in January 2020.

Billionaire Radha Vembu owns a majority stake in the company.



## LOCATION OF ZOHO CORPORATION

Zoho is headquartered in Chennai, India. As of 2019, it has 12 offices around the world. Its US headquarters is currently in Pleasanton, California with plans to move to Austin, Texas by 2021. The research and development campus is in Estancia IT Park, Chennai. Zoho has an office at Tenkasi, from where their product Zoho Desk was built and launched. The company operates in China and also has offices in Singapore and Japan. The bulk of its support operations are carried out from its office in Chennai. Zoho also has an office in Renigunta, Andhra Pradesh and has been operating from this office since 2018. After covid Zoho planned to open his branches in rural areas in southern Tamilnadu including Madurai and Theni.



## ZOHO INVENTORY SETUP

After you sign up for Zoho Inventory at <https://www.zoho.com/inventory/>, you'll be redirected to the organization details page where you'll need to enter basic information about your business. After that, you are redirected to the Zoho inventory dashboard.

## ZOHO INVENTORY DASHBOARD

The Dashboard gives you what are all transactions you have done so far, like inventory summary, sales activity, products details like all items, item groups, low stock items, unconfirmed items will be shown here.

Inventory + 🔍 Search Your account is on extended trial Upgrade Drivusoft 🔔 👤 🔗

**Dashboard**  
Contacts  
Items  
Sales Orders  
Packages  
Invoices  
Delivery Challans  
Returns  
Purchase Orders  
Bills  
Integrations  
Reports

### Sales Activity

0 Qty TO BE PACKED	1 Pkg TO BE SHIPPED	2 Pkg TO BE DELIVERED	52 Qty TO BE INVOICED
--------------------------	---------------------------	-----------------------------	-----------------------------

### Inventory Summary

QUANTITY IN HAND	1175
QUANTITY TO BE RECEIVED	30

### PRODUCT DETAILS

Low Stock Items	0	Active Items 
All Item Groups	2	
All Items	19	

### TOP SELLING ITEMS

This Month

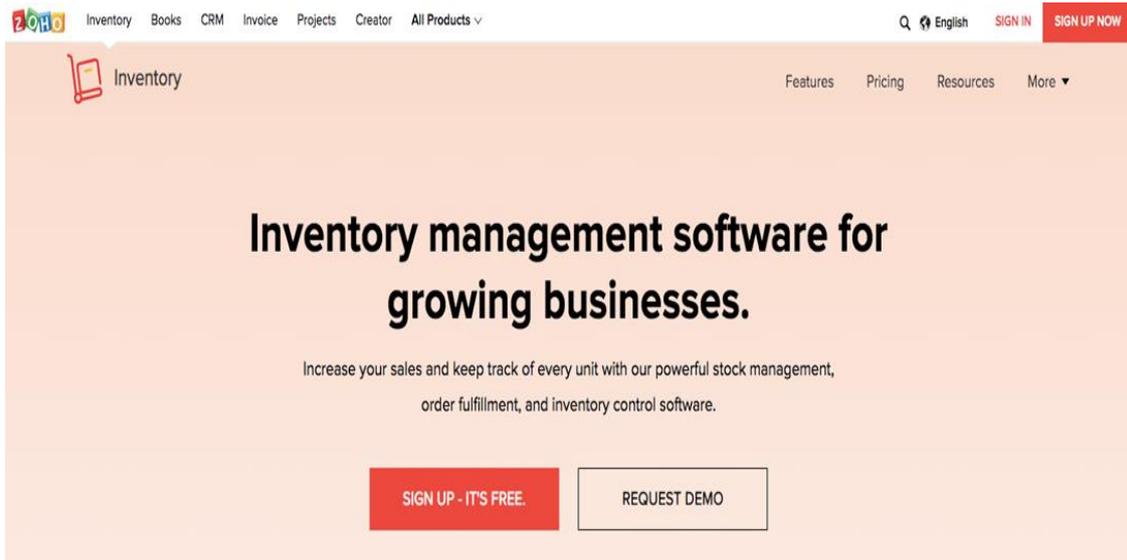

test-greens
31 box

## SOFTWARE EXPLANATION

### How to open zoho account?

To sign up for Zoho Inventory:

- Go to the Zoho Inventory [website](#).
- Click the **SIGN UP NOW** button in the top right corner of the page.



Enter your company name. This will be your organization name in Zoho Inventory.

- Provide an active email address and a strong password. These will be your login credentials.
  - Select the country in which your company is located.
  - Provide your phone number for authentication purposes.
    - Click the **SIGN UP** button.

The image shows the Zoho Inventory sign-up form. The form is titled "Let's get started!" and includes the text "Try the full-featured trial for 14 days." Below this, there are several input fields: "Company Name", "Email Address", "Password", "United States", and "Phone Number". There is a checkbox for "I agree to the Terms of Service and Privacy Policy." Below the form, there is a red "SIGN UP" button. At the bottom, there is a link for "or sign in using" followed by icons for Google, Yahoo, Facebook, LinkedIn, and Twitter.

## SETTING UP OF ORGANISATIONAL DETAILS

- The **Portal Name** is auto-generated. If you wish, you can change it to suit your business needs.
  - Choose the **Industry Type**.
    - Enter the complete address of your organization.
- Select the **Currency**. This will serve as your base currency and cannot be edited later.
  - Select the **Time Zone** of your company's location.
- To complete the set up, click the **Click to Finish** button. You will be logged in and redirected to your Zoho Inventory organization.



Let's get started.

Portal Name\*

zykertextiles  
<https://inventory.zoho.com/portal/zykertextiles>

Business Location\*

U.S.A

Industry

Enter company address in 'U.S.A'

Street

Street

City

State/Province

Zip Code

Time Zone

(GMT -8:00) Pacific Daylight Time (PST)

Inventory Start Date\*

21 Jan 2019

Fiscal Year\*

January - December

[Click to Finish](#)

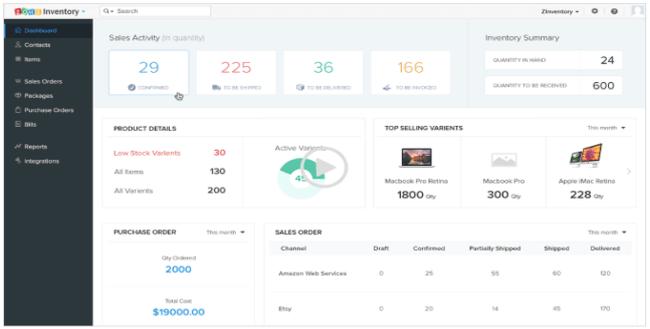
Note: You can configure your settings later under Settings

## SETTING UP OF DATA

After signing up for Zoho Inventory and setting up your organization details, you can set up all the data and start managing your business. To get started, follow the steps given below (we suggest you follow the steps in the given order to facilitate a better setup process).

- **Step 1: Update Organization Details**
  - Configure your organization details, upload brand logo and add more information to complete your organization's profile
- **Step 2: Create or Import Items**
  - Click to load your item details into Zoho Inventory. Learn how to create new items and import existing items.
- **Step 3: Make Purchases**
  - Purchase stock from your vendors. Learn more about purchase orders.
- **Step 4: Sell your Products**
  - Create sales orders for your customer. Learn more about sales orders.

Hello pboyle !



**Sales Activity (in quantity)**

29	225	36	166
CONFIRMED	TO BE SHIPPED	TO BE DELIVERED	TO BE INVOICED

**Inventory Summary**

QUANTITY IN HAND	24
QUANTITY TO BE RECEIVED	600

**PRODUCT DETAILS**

Low Stock Variants	30
All Items	130
All Variants	200

**TOP SELLING VARIANTS**

Macbook Pro Retina	1800 Qty
Macbook Pro	300 Qty
Apple Mac Retina	228 Qty

**PURCHASE ORDER** (This month)

Qty Ordered	2000
Total Cost	\$19000.00

**SALES ORDER** (This month)

Channel	Draft	Confirmed	Partially Shipped	Shipped	Delivered
Amazon Web Services	0	25	55	60	120
Ebay	0	20	14	45	170

**Get the most out of Zoho Inventory**

- 1 Update Organization Details  
Customize Zoho Inventory to suit your business needs by configuring preferences.
- 2 Create or Import your Items  
You can create items or import existing ones in .CSV or .TSV formats.
- 3 Start making your purchases  
Replenish the stock in your organization by creating purchase orders to vendors.
- 4 Start selling your products  
Manage your sales and shipping activities with our sales orders feature.

**Request a Demo**  
Arrange for a live online demo of the product and get all your queries answered.

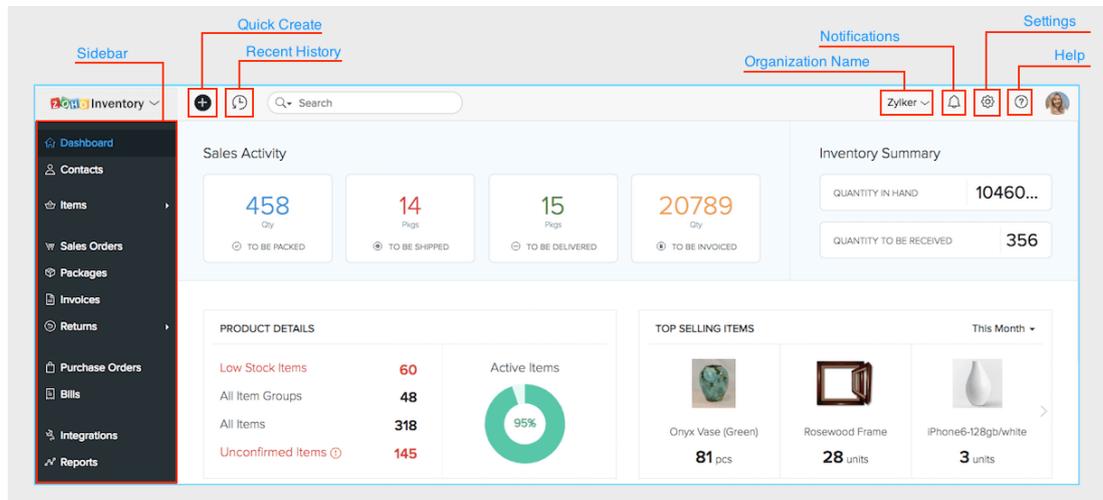
**Shipping Channels**



**Sales Channels**



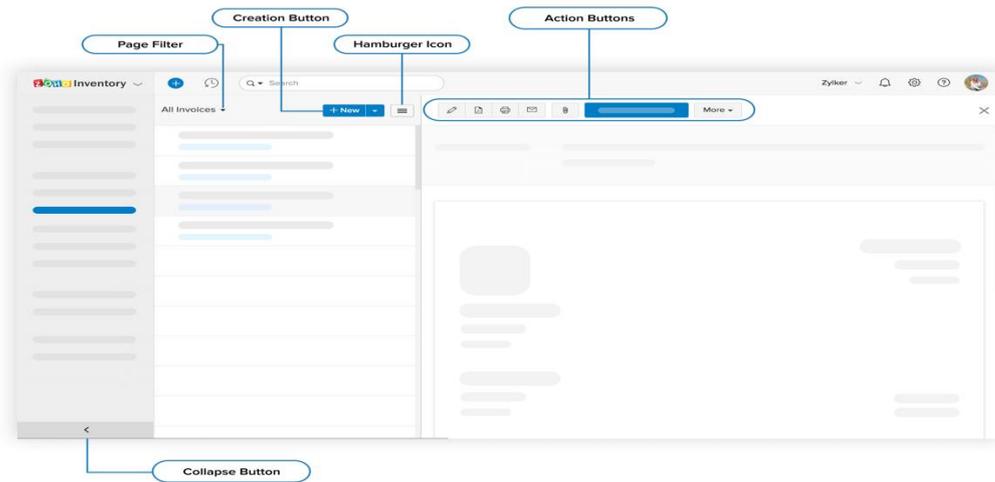
## NAVIGATION IN Zoho INVENTORY



- **Dashboard:** Get an overview of your company's health with information such as sales activity, inventory summary, top selling items and a lot more. To know more about various sections of the dashboard.
- **Sidebar:** Access all the modules of the Zoho inventory from this section. You can create transactions like sales orders and invoices from the Sales module, or record transaction like receives and bills from the Purchases module.
  - **Quick Create:** Create new transactions for different modules instantly.
  - **Recent History:** View recently visited transactions.
- **Organization Name:** Manage/switch between multiple Zoho Inventory organizations.
- **Notifications:** Receive alerts on low stock, marketplace sync status, and new product updates.
- **Settings:** Customize Zoho Inventory modules to make it suitable for your business.
- **Help & Support** Get quick access to the user guide or to reach out to our support team.

## NAVIGATION IN A MODULE

The module home page is designed to make it easy for you to create transactions, filter them, navigate to module settings and perform other functions.



- **Page Filters:** Filter any data in the module based on existing criteria. You can also create your own filters.
- **Creation Button:** Create a transaction, a contact or an item depending on the module that you're in.
- **Hamburger Icon:** Sort the module based on criteria like created time and last modified time. You can also import and export the data of the respective modules from here. From this section, you can also go to the respective module's preferences page.
- **Action Buttons:** Perform various actions on transactions specific to different modules.
  - **Collapse Button:** Collapses the sidebar providing more space to navigate within modules.
  - **Search:** Look up items, contacts and transactions. Learn more about the advanced search function.

## ZOHO INVENTORY FEATURES



- Zoho Inventory features include inventory management modules for precise inventory control, lot traceability, vendor management, and reporting and analysis dashboards.
- More detailed tools include order fulfillment tracking and confirmation, built-in shipping tools and estimations, inventory reorders, and dropshipping management. But that's just the beginning with Zoho's system.

Here is a more detailed look at Zoho's vast feature set.

### 1.INVENTORY CONTROL

Zoho's inventory control capabilities empower you to create and optimize sales strategies, manage and automate product reorders, and much more. You can rely on Zoho's inventory control to provide real-time inventory updates from sales across your marketplaces.

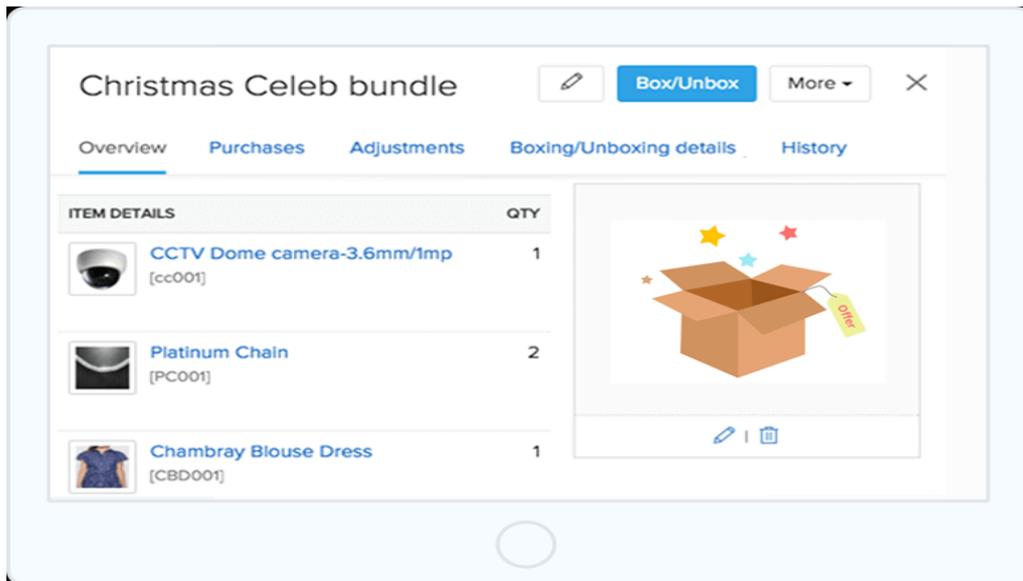
This enables you and your staff to make critical decisions in a second with accurate inventory data.

The screenshot displays the Zoho Inventory interface for a specific product, 'Crochet Lace Blouse-Blue/14'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options such as Dashboard, Contacts, Item Groups, Composite Items, Sales Orders, Packages, Invoices, Purchase Orders, Bills, Integrations, and Reports.
- Active Item Group:** A list of items under the 'Crochet Lace Blouse' group, including variants like 'Crochet Lace Blouse-Green/14', 'Crochet Lace Blouse-Green/15', 'Crochet Lace Blouse-Pink/14', 'Crochet Lace Blouse-Pink/16', 'Crochet Lace Blouse-Blue/14', and 'Crochet Lace Blouse-Blue/16'.
- Primary Details:** Provides information about the selected item, including Item Group Name (Crochet Lace Blouse), color (Blue), size (14), sleeves, SKU (CB005), UOM (Pieces), and Tax Preference (Taxable).
- Purchase Information:** Shows Purchase Cost (\$30.00), Preferred Vendor (Mr. Paul Moready), and Sales Information (Setting Price \$40.00).
- Inventory Status:** Displays 'Inter Stock 30' and 'Available 74'. A 'Reorder Level' is set to 15.

Annotations with dashed lines highlight key features: 'View purchase history' points to the 'History' tab; 'Handle composite variants' points to the 'Composite Items' menu item; 'Make stock adjustments' points to the 'Adjust Stock' button; and 'Set re-order levels' points to the 'Reorder Level' field.

Zoho organizes product information such as prices, cost, margin, quantity in stock, SKUs, product locations, and more. You can build product variations with custom attributions to create even more detail, such as product colors and product warehouse location, among other things.

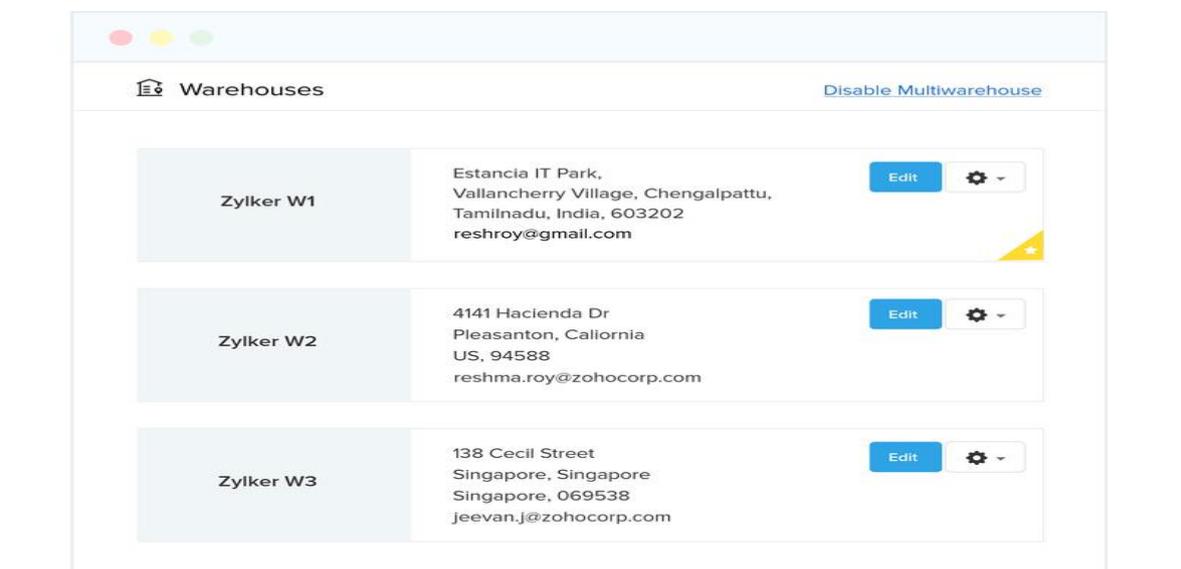


Zoho also supports bundling a group of items together to sell as a single unit. Building bundles like this helps move more inventory. And by strategically pricing an optimal mix of products, you can maintain ideal margins. Zoho can adjust individual product quantities even for those included in bundles.

Another valuable inventory control capability is barcode scanning, which saves you and your team tons of time and removes human error from checking products in and out of your warehouses and stores.

## 2.WAREHOUSE MANAGEMENT

Warehouse management is an essential component of successful inventory strategies. Zoho enables you to manage multiple warehouses from your inventory system. Tracking the volume of items being sent out across each warehouse is essential for optimizing stock levels and order fulfillment.



Multiple warehouse management also helps store managers control how and where products are flowing for order fulfillment.

Zoho lets you adjust fulfillment options and ensure delivered products are being pulled from the warehouses or stores closest to the customer's location. This leads to quicker fulfillment and improved customer experiences.

The screenshot shows a 'New Transfer Order' form in Zoho. The form is divided into several sections:

- Transfer Order#:** TN12321
- Date:** 18 Oct 2016
- Reason:** Stock out in warehouse 2
- Source Warehouse:** Warehouse 1 (Address: Hacienda Drive, Pleasanton, California - 94588)
- Destination Warehouse:** Warehouse 2 (Address: IH 35, Suite 100, Austin, Texas - 78704)
- Item Details:** Crochet Lace Blouse-Blue/16 (SKU: CB006). Source Stock: 81 Pieces, Destination Stock: 0 Pieces. Transfer Quantity: 20.00.
- Current Availability:** Source Stock: 0.00 Units, Destination Stock: 0.00 Units. Transfer Quantity: 0.00.

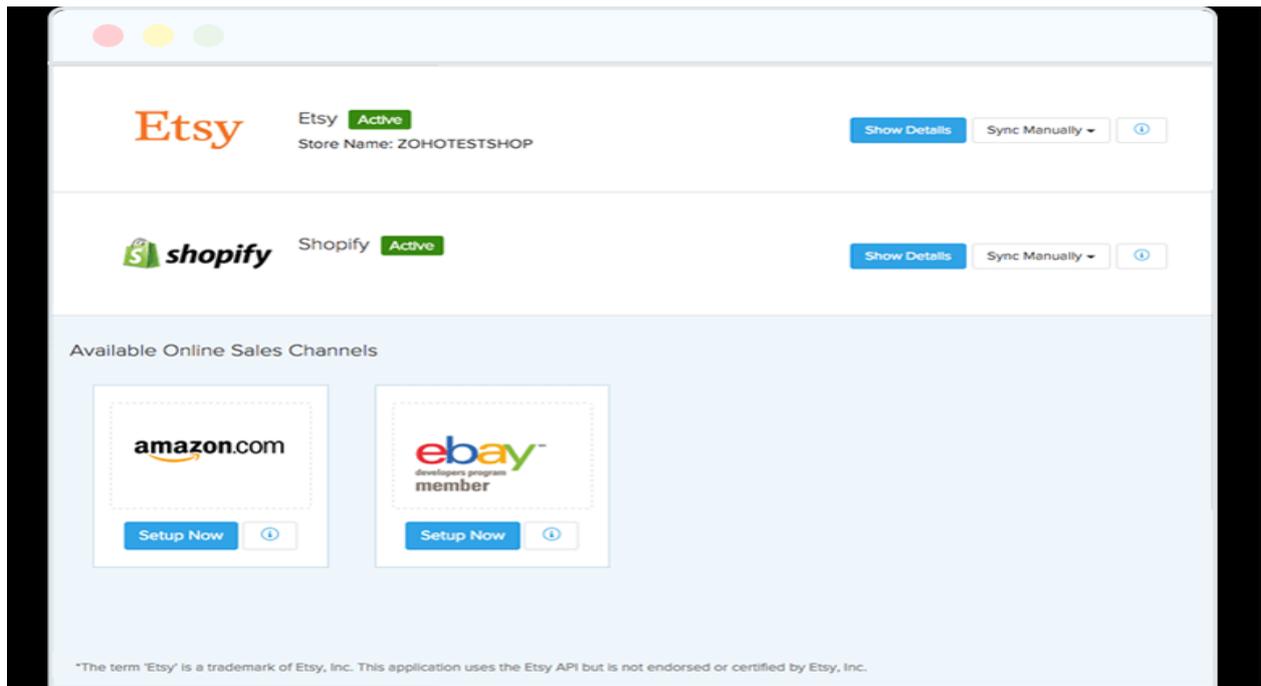
Zoho's warehouses feature helps you be more proactive in optimizing your product counts across locations.

You can easily transfer stock between warehouses and stores to adjust inventory counts based on the ebb and flow of sales trends, ensuring you're set up to best deliver on the most popular products across your locations.

### 3.MULTI CHANNEL SELLING

Zoho provides integrations that integrate with multiple marketplaces to process sales and adjust inventory quantities in real time. This means you can manage, control, and measure sales across [Shopify](#), Etsy, Amazon, and more marketplaces.

And you can do it all within Zoho, while ensuring you have adequate stock to deliver on customer purchases.



Multi-channel sales capabilities empower you to capitalize on unique product mixes and targeted consumers across marketplaces.

Achieving such multi-channel sales without a tool like Zoho Inventory would be tedious and require additional employees to monitor sales and coordinate fulfillment. Zoho automates this coordination, improving efficiency and customer experiences while increasing sales potential.

The screenshot shows the 'Currencies' management page in Zoho Inventory. It features a table with columns for NAME, SYMBOL, EXCHANGE RATE, and AS OF DATE. A '+ New Currency' button and a settings icon are located at the top right. The table lists various currencies, with USD - US Dollar (Base Currency) highlighted. A 'Total Count' section at the bottom shows '50 per page' and '1 - 11'.

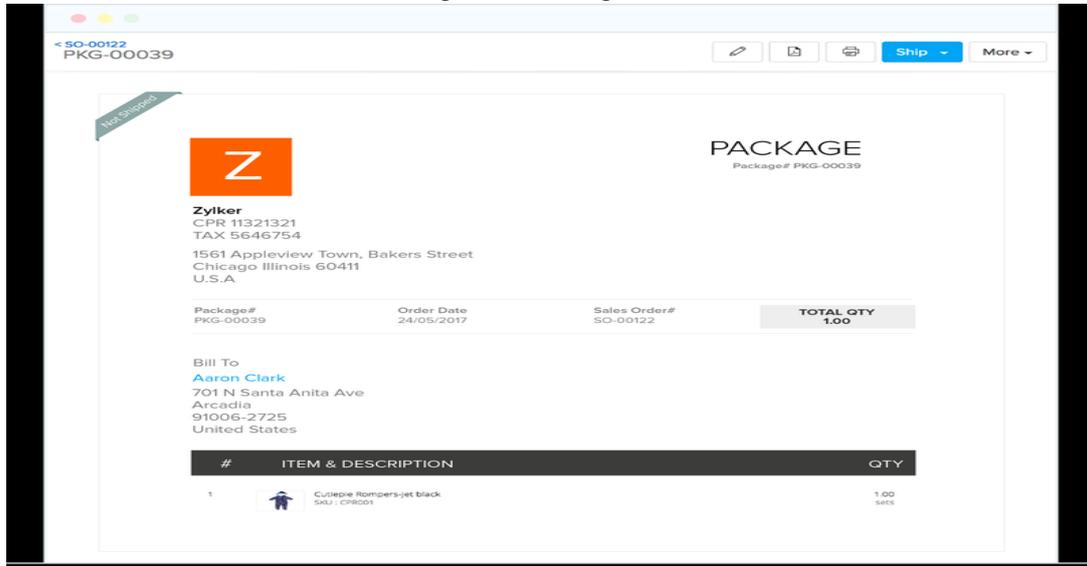
NAME	SYMBOL	EXCHANGE RATE	AS OF DATE
AUD- Australian Dollar	\$	1.4	30 Oct 2015
BDT- Taka	BDT		
CAD- Canadian Dollar	\$	0.77	19 Aug 2015
CNY- Yuan Renminbi	CNY	0.16	19 Aug 2015
EUR- Euro	€	2	11 Dec 2015
GBP- Pound Sterling	£	1.57	19 Aug 2015
INR- Indian Rupee	Rs.	0.015	19 Aug 2015
JPY- Yen	¥	0.008	19 Aug 2015
NOK- Norwegian Krone	kr	2.3	11 Dec 2015
USD- US Dollar (Base Currency)	\$		
ZAR- Rand	R	0.078	19 Aug 2015

Besides multiple channels, Zoho makes it easy for you to buy and sell products across multiple currencies. It automatically converts product orders and sales into your base currencies.

#### 4.ORDER MANAGEMENT

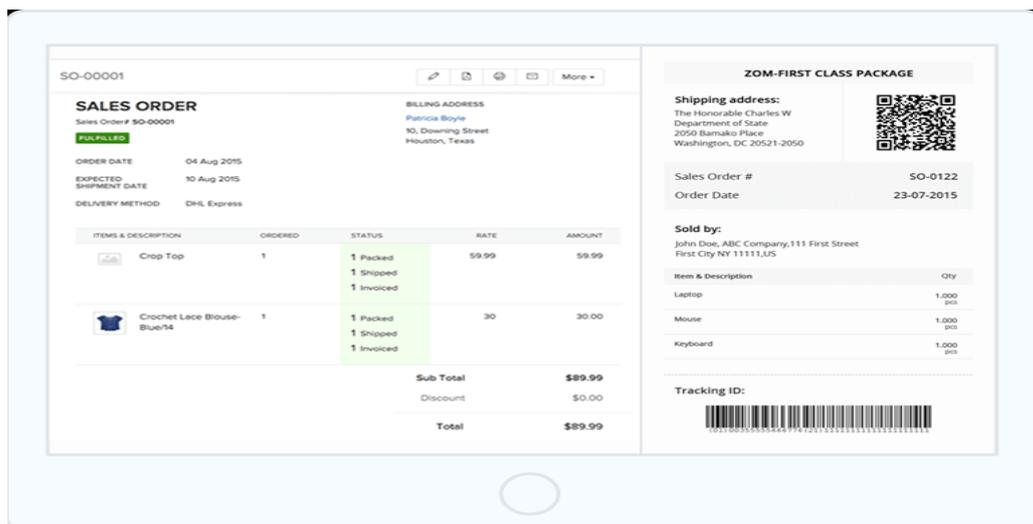
Zoho provides powerful order management tools that help you monitor sales and purchase orders across stores, ensure the correct items are pulled and packed, and provide accurate delivery updates. The marketplace integrations help centralize all your online orders into a seamless and convenient back-end platform.

Order management capabilities let you create reorder points so you can restock on popular products after they cross a certain count threshold. Enjoy the safety and convenience of a cushion against running out of stock.



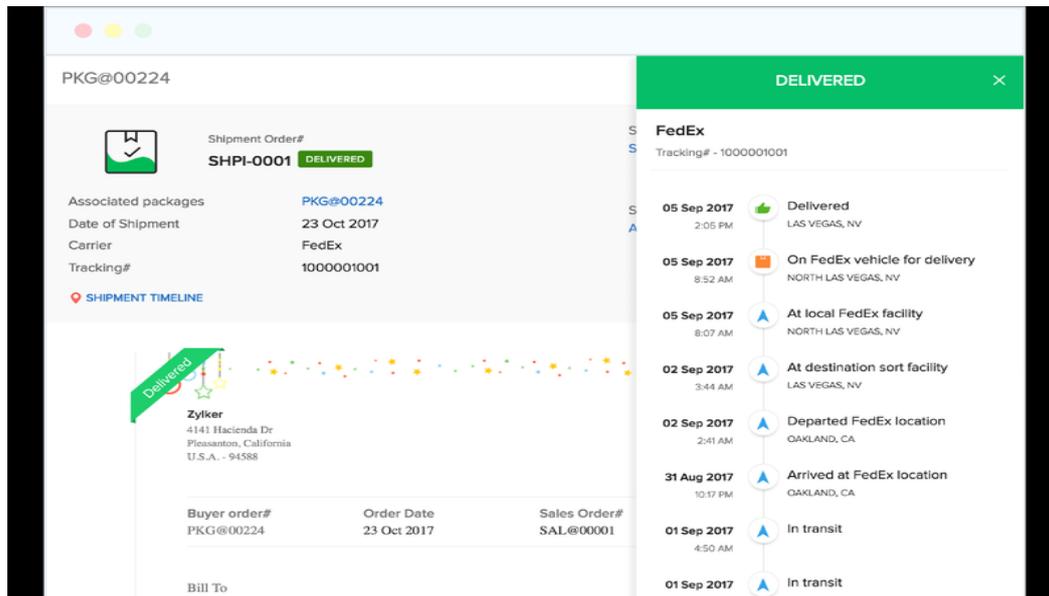
## 5.ORDER FULLFILMENT

Order fulfillment tools take a deep dive into all details required to get a sales order out the door and to the customer. Zoho helps you optimize the workflows embedded into this journey, including pick, pack, and ship needs and customer communications.



Zoho supports packages and shipping capabilities that help you and your team pack the right products, create the packing slips, and choose the optimal shipping option based on real-time quotes from 30 shipping services.

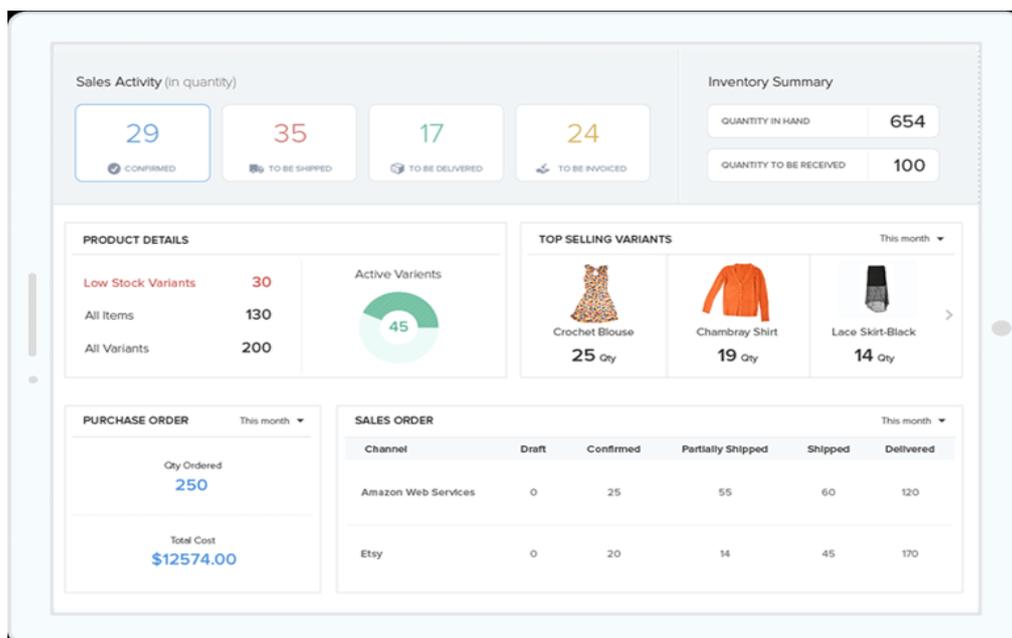
Once a package is en route, you can monitor progress and update your customer on package tracking info.



Zoho provides a helpful dashboard to show you at a glance the status of all your en route orders. This can help you spot anomalies that require troubleshooting and communications with shipping providers and customers.

## 6.DASHBOARD AND REPORT

Helpful dashboard and reporting capabilities are embedded throughout the various Zoho Inventory tools. These reports provide snapshots that highlight what's going on for sales, products, fulfillment, and other inventory components over any time period.



These dashboards and reports help you spot trends or concerns in sales and product data, such as your inventory turnover ratio. They will help you make more informed decisions regarding products, fulfillment, and other critical areas of your business.

## ZOHO INVENTORY EASE OF USE

Zoho Inventory offers many valuable capabilities organized in an easy-to-navigate platform. You can access all the inventory features with just a few clicks from the module's home screen.

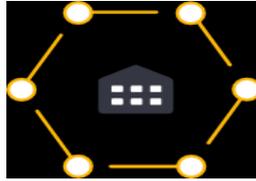
The ability to integrate your inventory and inventory-based actions across the Zoho ecosystem makes it easy to monitor business performance and track valuable metrics tied to inventory and bottom lines.

## ZOHO COMPARISON WITH OTHER SOFTWARES

CRM	Price for lowest CRM plan (annual billing)	Free plan available	Usability	Integrations	Business size / type	Comprehensive tool (all-in-one functionality)	Standout feature
Hubspot	\$40 per month (unlimited users)	✓	Easy to moderate	✓	Solopreneurs to enterprise B2B and B2C	✓	Feature-rich and scalable, yet easy to use and navigate. Robust free plan. Unlimited users.
Active Campaign	\$9 per user / month up to 500 contacts and three users	✗	Easy to moderate	✓	Small to enterprise B2B & B2C	✓	Powerful automation and world-class support. Also an affordable option as you grow.
Pipedrive	\$12.50 per user / month	✗	Easy to moderate	✓	Small businesses B2B	✗	Simple and affordable; feature-rich Essentials plan
Streak	\$15 per user / month	✓	Easy	✓	Small to mid-sized B2B & B2C	✗	Integrates directly with your Gmail inbox
Copper	\$19 per user / month	✗	Easy to moderate	✓	Small businesses B2B and B2C	✗	Native integration with G Suite
Salesflare	\$30 per user / month	✗	Easy	✓	Small to mid-sized B2B	✓	Powerful sales task automation and ease of use
Salesmate	\$12 per user / month	✗	Easy to moderate	✓	Small to large B2B & B2C	✗	Flexible sales management with a feature-rich starter plan
Zoho	\$12 per user / month	✓	Moderate	✓	Small to enterprise B2B & B2C	✓	Feature-rich sales platform and multiple add-on products cater to small businesses looking to scale. AI features predict deal conversions.
Salesforce	\$25 per user / month	✗	Moderate to difficult	✓	Corporate & large; small business edition offered B2B & B2C	✓	Highly flexible and powerful, can be fully customised for your unique needs
Insightly	\$29 per user / month	✓	Moderate	✓	Small businesses B2B and B2C	✓	Project management; seamless integration across CRM features
Agile CRM	\$9.99 per user / month	✓	Easy to moderate	✓	Small to mid-sized B2B	✓	Unique features and automations to empower SaaS businesses to improve customer experiences and increase conversions
Creatio	\$30 per user / month	✗	Easy	✓	Small to enterprise B2B and B2C	✓	Comprehensive, flexible CRM with low-code app development
Bitrix24	\$18.24 per user / month	✓	Moderate to difficult	✓	Small business B2B and B2C	✓	Low price for comprehensive suite of features. All plans offer unlimited contacts.
Less Annoying CRM	\$15 per user / month (one plan billed monthly)	✗	Easy	✓	Small business B2B and B2C	✗	Low cost, easy-to-use solution; simple pricing and no hidden fees

## WHAT DOES ZOHO INVENTORY OFFER AMAZON?

### 1.MULTIPLE CHANNELS



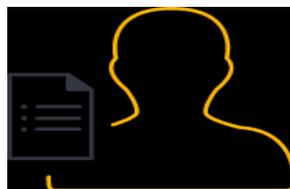
Bid farewell to standalone tools, as Zoho Inventory centralizes all orders across sources and then classifies them under appropriate filters, based on their current status.

### 2.MASTER OF STOCK



When you sell items over more than one channel, Zoho Inventory not only keeps track of your inventory levels at all times, and prompts you to reorder low stock, it also instantly updates your current stock levels on Amazon.

### 3.CLIENT DATABASE



Whenever a new order from Amazon gets captured by Zoho Inventory, the client data is also imported and added to the built-in client database. Any future orders made by the same customer can be tracked under a dedicated sales section for each client.

### 4.SERIALISED INVENTORY AND BATCH TRACKING



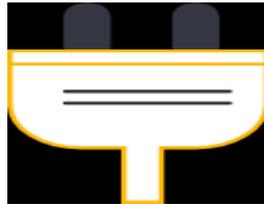
Do you sell perishables? No problem! Our batch lot tracking feature will help you sell everything before it expires. You can also keep track of product serial numbers, or link them to invoices before shipping them out.

### 5.BACK ORDER AND BACK SHIPPING



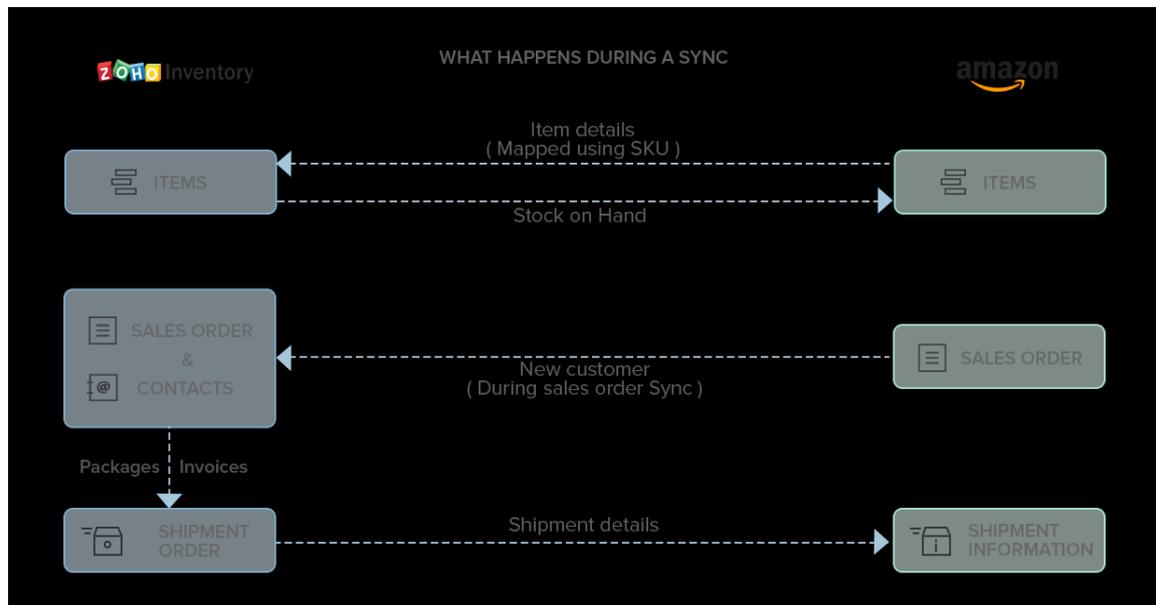
Running low on stock for a particular order? Don't worry. You can now place a back order for the missing items, or just drop ship the entire order through a vendor of your choice.

## 6.ACCOUNTING INTEGRATIONS



Why duplicate your data when all your sales and purchase information in Zoho Inventory can be accounted for using Zoho Books? On top of managing your accounts and taxes, Zoho Books will also cater to your banking, reporting, and project management needs.

## HOW DOES ZOHU INVENTORY WORK WITH AMAZON



## ZOHO INVENTORY OBJECTIVES



1. Setting re-order level and get notified whenever your stock goes below reorder level.
2. Create invoices, bills and shipping labels from a single application.
3. Centralized inventory system for multiple warehouses.
4. Expand your business online and manage daily transactions with the help of Zoho inventory.
5. Integrate with shipping carriers, payment gateways, accounting and CRM software in simple steps.
6. Set up and integrate Amazon, eBay, or Shopify account, so that every time you make a sale, the inventory gets automatically updated across the stores.
7. Keep track on the movement of each item in your inventory with Serial number tracking and have better control over your expirable stock with Batch tracking features.

## ZOHO INVENTORY COMPETITORS



# CRMnext

## ZOHO INVENTORY PROS



- The best CRM for customization.
  - Integrate all the elements of customer/prospect interaction.
- Workflow Tools that address: marketing, projects, social, customer service, emailing marketing, inventory, human resources management, etc.
  - Track interaction from webinars.
  - Other modules to address company needs.
- Beyond the basics of contact management, workflows and custom fields.
  - Especially easy to find communications.
  - Know where you stand with leads, deals and clients.
- Syncs with other Zoho products, as well as many external systems, for a connected workflow.
  - Available API for creating custom application integrations.
- A straightforward way to create custom workflows and approvals with Blueprint
  - Powerful process management and automation.
  - Self-service portals add to the power of the CRM.
- Multiple Zoho pricing plans/levels let you scale to your needs.
  - Zoho One is a simple and affordable all-in-one solution.

## ZOHO INVENTORY CONS



- Tutorials need improvement.
- Questions arise during the implementation that you should use a Zoho advisor for.
  - Integrating can be complicated, and not completely consistent.
  - Some of the products are not at the same level of polish as Zoho CRM.
    - The AI assistant doesn't seem to add a lot of value.
      - Need to have an Internet connection.
    - Subscription pricing is per user versus groups of 5 – 10 users.
      - There are features you'll want in Zoho One.
    - Support has vastly improved, but it still depends on who you get online.
  - Find documentation and help videos confusing and too technical at times.
    - You need a clear understanding of your needs to identify which Zoho modules will meet them.
  - Events (appointments) are automatically marked as closed when the date arrives.
  - Want to see what my team members see on other user's calendars.
    - Scheduling a call is cumbersome.

## STOCK MANAGEMENT

Stock management is the practice of ordering, storing, tracking, and controlling inventory. Stock management applies to every item a business uses to produce its products or services – from raw materials to finished goods. In other words, stock management covers every aspect of a business's inventory. Stock management may also be called stock control, inventory management, or inventory control.



Inventory is a major asset that represents tied-up capital; managing stock effectively therefore enables a business to free up capital. Efficient stock control requires understanding the mix of different kinds of stock and acknowledging the demands on that stock. This help keep stock at a reasonable level, balancing the need for surplus supplies with the need to reduce tied-up capital.

## TYPES OF STOCK



There are four main categories of stock or inventory:

- Raw materials and components: stock that is ready to be used in the production of goods.
  - Work in progress: unfinished goods that are still in production.
  - Finished goods: items that are ready for sale.
- Consumables: stock that will be used in the daily running of the business and will need updating, for example, fuel and stationery.

## ADVANTAGES OF STOCK MANAGEMENT

1. Automated reordering and instock information
2. Integration with accounting
3. Forecasting and planning
4. Cost efficient

## DISADVANTAGES OF STOCK MANAGEMENT

1. System crash
2. Reduced physical audits
3. Potential fraud
4. Technical issues

## CONCLUSION



Business needs an inventory control system to function, to keep track your inventory from a physical

and an accounting perspective.

Such a system is historical, with transactions captured to document something that has already happened.

An inventory management system recommends replenishment based on dynamic optimal

levels, ensuring that the next order you place is the right quantity for both your customers and your business.

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<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjOwofgxezwAhWeyjgGHZsKCVkQFjABegQIBRAD&url=https%3A%2F%2Fdebitoor.com%2Fdictionary%2Fstock-management%23%3A~%3Atext%3DStock%2520management%2520is%2520the%2520practice%2C%252C%2520tracking%252C%2520and%2520controlling%2520inventory.%26text%3DStock%2520management%2520applies%2520to%2520every%2Caspect%2520of%2520a%2520business%27s%2520inventory.&usg=AOvVaw0owCK1aiKs0vZBroNWz4km>

*Thank  
you*



**BACHELOR IN BUSINESS ADMINISTRATION-  
INTERNATIONAL BUSINESS**

A PROJECT REPORT ON-

**TALLY ERP 9**

SUBMITTED BY-

**Pratik Bide**

**BBA (IB) SEMESTER-IV**

**ACADEMIC YEAR: - 2020-2021**

UNDER THE GUIDENCE OF-

**NATALI SAKHARKAR**

SUBMITTED TO-

**SAVITRIBAIL PHULE UNIVERSITY**

IN PARTIAL FULFILLMENT OF-

**BACHELOR IN BUSINESS ADMINISTRATION-  
INTERNATIONAL BUSINESS BBA(IB)**

**THROUGH**

**SURYADATTA COLLEGE  
INFORMATION RESEARCH  
PUNE-411021**



**OF MANAGEMENT  
AND TECHNOLOGY,**

**SAVITRIBAI PHULE UNIVERSITY  
BACHELOR IN BUSINESS ADMINISTRATION-  
INTERNATIONAL BUSINESS**

DECLARATION-

I understand solemnly declare that thr project report titled TALLY ERP 9 is based on my own work carried out durindg course of our study under supervision of Prof. Natali Sakharkar. I assert the stetment made and conclusions drown are outcome of my my research work.

Date: 27 MAY 2020

NAME:

Pratik Bide



**SAVITRIBAI PHULE UNIVERSITY**  
**BACHELOR IN BUSINESS ADMINISTRATION-**  
**INTERNATIONAL BUSINESS**

**Acknowledgement**

I have taken efforts in this project. However , it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them. I am highly in debated to Prof. Natali Sakharkar for her guidance and consent supervision as well as for providing necessary information regarding the project and also for her support in completing the project. I would like to express my gratitude towards my my parents and also for their support in completing the project. I would like to express my gratitude to my collage for their kind co-operation and encouragement which helped me in completion of project.

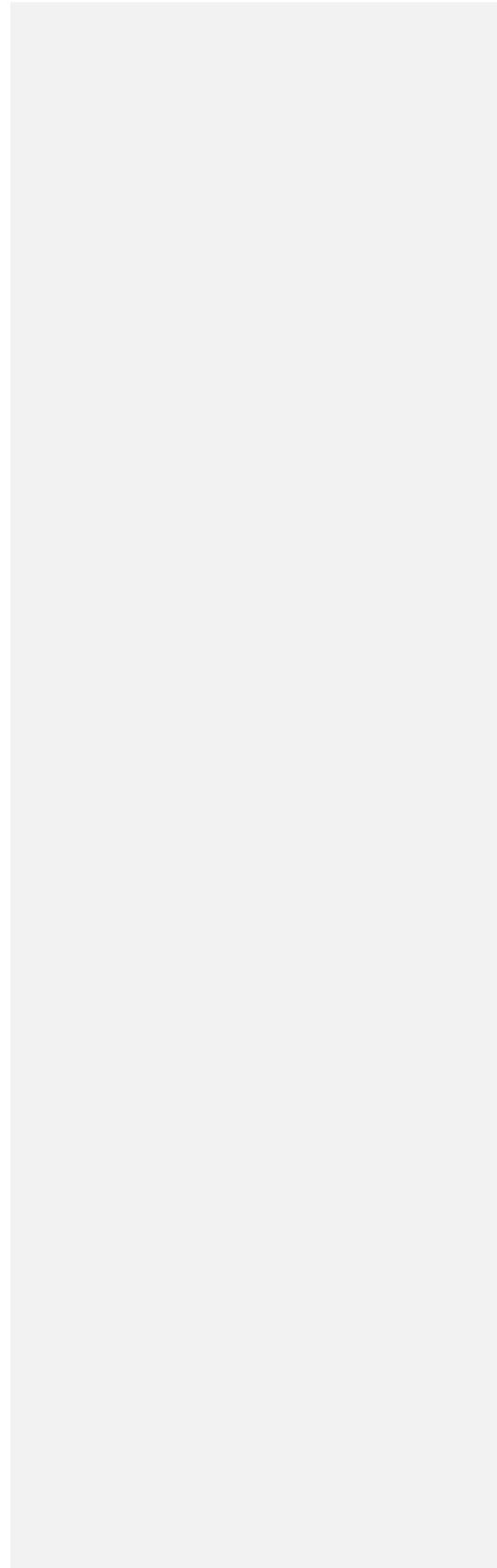
I would like to express my special gratitude and thanks to industry persons for providing with the necessary resources on their websites.



A handwritten signature in blue ink, appearing to read "Dafulu".

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# INTRODUCTION TO TALLY.ERP 9

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Getting Started with Tally.ERP 9



# Introduction

Tally Solutions Pvt. Ltd., is an Indian multinational company that provides enterprise resource planning software. It's headquartered in Bengaluru, Karnataka India. The company reports that its software is used by more than 1.8 Million customers. Tally Solutions, then known as Peutronics, was co-founded in 1986 by [Shyam Sunder Goenka](#) and his son Bharat Goenka and incorporated in 1991. Shyam Sundar Goenka was running a company that supplied raw materials and machine parts to plants and textile mills in southern and eastern India. Unable to find software that could manage his books of accounts, he asked his son, Bharat Goenka, 23, a Maths graduate to create a software application that would handle financial accounts for his business. The first version of the accounting software was launched as an MS-DOS application. It had only basic accounting functions, and was named Peutronics Financial Accountant.



**POWER OF SIMPLICITY**

<b>Type</b>	<a href="#">Private</a>
<b>Industry</b>	ERP Software
<b>Founded</b>	1986
<b>Founder</b>	<ul style="list-style-type: none"><li>• <a href="#">Shyam Sunder Goenka</a></li><li>• Bharat Goenka</li></ul>
<b>Headquarters</b>	<a href="#">Bengaluru, Karnataka</a>

[India](#)

**Products** TallyPrime Tally.ERP 9, Tally.Server 9, Tally.Developer 9 and Shoper 9

**Website** [tallysolutions.com](http://tallysolutions.com)

## Introduction to Tally.ERP 9 Accounting Software:

Tally.ERP 9 is one of the most widely used financial software. Tally.ERP 9 reports can help a business owner make informed decisions to increase efficiency, reduce costs, and organize business operations. With Tally.ERP 9, accurate, up-to-date business information is available at your fingertips anytime. It provides a Comprehensive solution for the accounting and inventory needs of a business. It provides the capability to generate fully accurate tax returns in a matter of minutes and is also capable of extracting, interpreting and presenting financial data. Tally.ERP 9 is the world's fastest and most powerful concurrent

Multi-lingual business Accounting and Inventory Management software.

Tally.ERP 9, designed exclusively to meet the needs of small and medium businesses, is a fully integrated, affordable and highly reliable software.

Tally.ERP 9 is easy to buy, quick to install, and easy to learn and use.

Tally.ERP 9 is designed to automate and integrate all your business operations, such as sales, finance, purchasing, inventory, and manufacturing. With

Tally.ERP 9, accurate, up-to-date business information is literally at your fingertips anywhere. The powerful new features and blazing speed and power of Tally.ERP 9 combined with enhanced MIS, Multilingual, Data Synchronization and Remote capabilities help you simplify all your business processes easily and cost-effectively.

1.1.1 Salient Features of Tally.ERP 9

- o A leading accounting package: The first version of Tally was released in 1988 and, through continuous development, is now recognised as one of the leading accounting packages across the world, with over a quarter million customers.

Tally's market share is more than 90%.

- o No accounting codes: Unlike other computerised accounting packages which require numeric codes, Tally.ERP 9 pioneered the 'no accounting codes' concept. Tally.ERP 9 users have the freedom to allocate meaningful names in plain English to their data items in the system.
- o Complete business solution: Tally.ERP 9 provides a comprehensive solution to the accounting and inventory needs of a business. The package comprises financial accounting, book-keeping and inventory accounting. It also has various tools to extract, interpret and present data.
- o Integrated/Non-integrated accounting and inventory: With Tally.ERP 9, the user is able to choose to maintain accounts only. If accounting with inventory is opted for, the user can choose whether it should be integrated or not
- o Flexible and easy to use: Tally.ERP 9 is very flexible. It mimics the human thought process, which means that Tally.ERP 9 can adapt itself to any business need. Tally.ERP 9 users need not change the way their business is run to adapt themselves to the package.
- o Speed: Tally.ERP 9 provides the capability to generate instant and accurate reports, which assist the management to take timely and correct decisions for the overall productivity and growth of the company.
- o Power: Tally.ERP 9 allows the user to maintain multiple companies and with unlimited levels of classification & grouping capabilities. It also allows drill down facility from report level to transaction level.
- o Flexibility: Tally.ERP 9 provides flexibility to generate instant reports for any given period (month/year) or at any point of time besides providing the facility to toggle between Accounting & Inventory reports of the same company or between companies.
- o Concurrent multilingual capability: Tally.ERP 9 offers you the exclusive capability of maintaining your accounts in any Indian language, viewing them in another language and printing them in yet another Indian language.
- o Real time processing: Immediate posting & updation of books of accounts as soon as the transactions are entered, thereby facilitating instant statements & Reports. It also facilitates a real-time multi-user environment.
- o Versatility: Tally.ERP9 is suitable for a range of organisations, from small grocery stores to large corporations with international locations and operations.
- o Multi-platform availability: Tally.ERP 9 is available on multiple versions of windows. It runs on a single PC or on a network. On a network, it supports

access via any combination of platforms. Online Help: The Tally.ERP 9 Online Help (Alt+H) provides instant assistance on basic and advanced features or any other relevant topics of Tally.ERP 9.

O Tally.NET: is an enabling framework which establishes a connection through which the remote user can access the client's data without copying / transferring the data.

O Remote Access: Tally.ERP 9 provides remote capabilities to access the data from anywhere and anytime.

O Control Centre: works as an interface between the user and Tally.ERP 9 installed at different sites and enables the user to centrally configure and administer Site/User belonging to an account.

O Support Centre: allows a user to directly post his support queries on the functional and technical aspects of the Product.

O Auditor's Edition: Tally.ERP 9 offers a special Auditors' Edition of Tally.ERP 9, which provides auditing and compliance capabilities exclusively for Chartered Accountants.

# Objectives

- The objective of the ERP Business Transformation Strategy is to modernize and integrate business processes and systems.
- Improve Service Experience.
- Enhance Competitiveness.
- Modernize Business Processes and Systems.
- Automate Business Solutions.
- Increase Operating Efficiency.
- Provide Access to Standardized data.
- To give clear idea about how Tally ERP 9 is useful for business and also how easy it is to use Tally with little or no training.
- How much Tally ERP 9 is useful than other ERP software and traditional accounting methods.
- To study the Tally ERP 9 used [to manage inventory](#).



<b>Basic Accounting</b>	<b>Basic Inventory</b>
Complete book-keeping	Stock categories
Books, registers and statements of accounts	Stock query by stock group, or stock category
General ledgers	Multiple godowns
Accounts receivable and accounts payable	Stock transfers to godowns and branches
Flexible voucher numbering	Multiple stock valuation methods
Flexible classification of account heads	Batch-wise/Lot-wise, including expiry date handling
Panoramic view	Alternate units of measure and tail units
Drill-down display	Tracking through receipt notes/delivery notes/rejections inwards/rejections outwards
Database reporting	Additional costs incurred on purchase
Voucher and cheque printing	Movement/Profitability analysis Party-wise/Item-wise/ Stock Group-wise
Bank reconciliation	Sales and purchase order processing
Cash flow statement	

# Purpose of the software

Advanced Accounting	Advanced Inventory
Multiple companies	Stock items classified as raw materials, work-in-process, finished goods
Multi-currency	Bill of Material with auto-adjustment of stocks
Multiple financial years	Job-working concepts, including sub-contracting
Comparison of data using multi-columnar reporting	Additional cost of manufacturing with notional value and percentage
Memo vouchers	CENVAT support
Post-dated vouchers	Reorder levels
User-defined voucher types	Stock ageing analysis
Sales and purchase extracts	Batch related stock reports Point of Sale (POS)
Daily balances and transaction values/ Interest calculations	Excise/ VAT/Central Sales Tax (CST)/ Tax Collected at Source (TCS) related Inventory transactions and reports
Percentage-based reporting	
Ratio analysis	
Value Added Tax (VAT)/ Central Sales Tax (CST)	
Service Tax (ST)	
Tax Deducted at Source (TDS)	
Tax Collected at Source (TCS)	
Excise	
Payroll	

**Simple and rapid installation:** Tally.ERP 9 has a simple, menu-driven installation procedure. The user can install the program files on any drive if the hard disk has partitions. The user can also specify the name and directory location of the program files. Tally.ERP 9 uses minimum hard disk space in the local drive. Its installation on the local disk takes just a few seconds.

**Unlimited multi-user support:** A multi-user version of Tally.ERP 9 can be installed on a network, having any number of computers with different operating systems such as Win 98, NT, 2000, XP etc.

**Internal backup/restore:** Tally.ERP 9 has an in-built, user-friendly 'backup and restore' option. It helps the user to take a backup of one or more companies or all companies, in a single directory, in the local hard disk, or in any external media.

**Data reliability:** Tally.ERP 9 offers reliable data. It uses a flexi-field, flexi-length, self-indexed, weighted file structure for an extremely compact and fast database. Tally.ERP 9 is robust. Tally.ERP 9 uses signalling quality data integrity checks, at regular levels, to ensure the complete reliability of data.

**User-defined security levels:** Tally.ERP 9 offers high levels of security. Users can define multiple levels of security according to their requirements. Every authorised user in the company can have an individual password, with rights to use specific features only. The user with the administrator level password will have full access and can set controls for other users.

**Data security:** Tally.ERP 9's data integrity checks ensure that there are no external changes to the data. Tally.ERP 9 also uses a binary encoding format of storage to prevent devious grouping of information.

**Tally audit:** The Tally.ERP 9 audit feature provides the user with administrator rights and the capability to check the entries made by the authorised users and alter these entries, if necessary. Once the entries are audited, Tally.ERP 9 displays the altered entries, if any, along with the name of the user, who has altered the entry, and the date and time of the alteration.

**TallyVault:** Tally.ERP 9 offers a data encryption option called TallyVault. Without the valid TallyVault password, the data cannot be accessed. Tally.ERP

9 follows the DES (Data Encryption Standard) encryption method to safeguard the data.

Removal of data into a separate company: Tally.ERP 9 allows users to maintain a company for any number of financial years. Once the books of accounts have been completed for the earlier financial years, the user can split the company data into multiple companies as per financial periods required. The user can specify the date from which the company has to be split and Tally.ERP 9 will split the company to form two companies as per periods specified. Once the data has been split, the closing balance of the first period (first company) becomes the opening balance for the next period (second company).

Multi-directory for company management: The user can create multiple directories to store data. The data stored in these directories can be accessed directly in Tally.ERP 9, by specifying the path.

Import/Export of data: Any transaction can be exported and imported to other software after suitably altering the current structures to accept the Tally.ERP 9 data structure. Data can also be imported to Tally. ERP 9 by writing a TDL program. The data which is to be exported from Tally.ERP 9 can be in XML, HTML or ASCII format.

Data Synchronization: Synchronization is the process of exchanging Tally.ERP 9 data between two or more locations. This process enables a branch office to send its data to the head office, over the Internet or a private network.

Graphical analysis of data: Tally.ERP 9 provides graphical analysis of data which helps the user to perform deeper analysis. The user can generate graphical analysis reports such as Sales register, Purchase register, Ledgers, Funds flow, Cash flow, Stock Item registers and so on. This helps the management to quickly judge performance and be better prepared for difficult times.

ODBC (Open Database Connectivity) compliance: It allows other programs to use data from Tally.ERP 9, directly. Thus, any program such as MS-Excel or Oracle, which is ODBC compliant, can use data from Tally.ERP 9. Data connectivity is dynamic, which means that any update in Tally.ERP 9 is reflected in real time in other ODBC compliant software. The user can also extract data from Tally.ERP 9 and design his/her own report formats in other ODBC compliant software.

Protocol support: Tally.ERP 9 provides protocol support for HTTP, HTTPS, FTP, SMTP, ODBC and raw sockets with data interchange formats such as XML, HTML with XML islands, SOAP and related formats. Protocol refers to a mechanism by which information (data) can be put into or taken from Tally.ERP 9. Formats refer to the standard for information to be generated from Tally.ERP 9 or from other applications which can exchange data with Tally.ERP 9.

Direct web browser access: While working on Tally.ERP 9, the user can directly log on to the Tally website, provided he/she has access to the Internet. The website lists details of all the facilities offered by Tally. ERP 9. The user can also download the latest release of Tally.ERP 9 as and when it is available. The Tally website also offers Tally Chat, by which a user can communicate with a Tally representative and get required information.

Ability to preview and publish reports and documents on the Internet: Companies which want to publish reports and price lists on their website can do so directly from Tally.ERP 9.

E-mail Facility: Tally.ERP 9 facilitates the mailing of any Tally.ERP 9 report or document. Multilingual capability: Tally is the world's first accounting and inventory software with multilingual capability. Currently, Tally.ERP 9's multilingual capability extends to 12 languages which include nine Indian languages (Hindi, Gujarati, Punjabi, Tamil, Telugu, Marathi, Kannada, Malayalam and Bengali), Arabic, Bahasa Melayu and Bahasa Indonesia. Tally.ERP 9 enables you to enter data in one language and have it transliterated into different languages. You can generate invoices, purchase orders or delivery notes in the language of your choice after entering data for the same in any of the nine specified languages. Also, the phonetic keyboard allows you to spell the term phonetically based on how it sounds and Tally.ERP 9 displays the data in the language selected after transliteration.

Point of Sale (POS): POS is an acronym for Point of Sale. Point of Sale can be a retail outlet, a check out counter in a shop, or any other location where a sales transaction takes place. It is a computerised cash register which adds up the sales totals, calculates the balance to be returned to buyer and automatically adjusts the inventory level to reflect the quantity sold. The equipment required for POS to work effectively are cash registers, card readers, barcode scanners and so on.

## Creating a Company in Tally.ERP 9

The first step towards working with Tally.ERP 9 is to create a 'company'. A 'company' in Tally.ERP 9 is a central repository where you can maintain all the financial records of your business, and from where you can extract the required financial reports and statements. The procedure to create a company is explained below. To facilitate easier understanding, we have illustrated the creation of a company named Vridhi Traders:

Go to Gateway of Tally > Company Info. > Create Company

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The Company Creation screen appears as per Figure :

The fields in the company creation screen and the information to be filled in each of them are explained below. To navigate between the fields, use the Enter/Tab/Arrow Keys, or Mouse clicks.

- ☐ Directory: The path to the location of Tally.ERP 9 data is displayed here. By default, the path provided while installing Tally.ERP 9 will be displayed. However, you can press backspace and specify the location in which you want the data to be stored.
- ☐ Name: Provide a name for the company that is being created. In this example, we are creating a company named Vridhi Traders.
- ☐ Primary Mailing details: The mailing name and address details are picked from here for any report such as balance sheet and statements of accounts.
- ☐ Mailing Name: The name provided for the company in the name field is automatically displayed here. However, you can change it as per requirements. The name specified here will be used for mailing purposes. In this example, Vridhi Traders is retained.
- ☐ Fill in the company's address.
- ☐ Country: Select the country in which the company is located. This will allow users to choose the statutory capabilities available for that country. In this example, the country selected is India.

☒ Fill in the relevant numbers in the Telephone No. and Mobile No. fields.

☒ E-Mail: Fill in the company's official e-mail ID here. This will be used while e-mailing reports and statements from Tally.ERP 9.

#### 1.2.1.1 Books and Financial Year Details:

☒ Financial Year from: This refers to the twelve-month accounting period of the company. For Vridhi Traders, the financial year begins on 1-7-2016.

☒ Books beginning from: The date provided in the aforesaid field will be automatically displayed here. In the example, the date is retained. However, if you have started with maintaining your books of accounts with Tally.ERP 9 mid-year, the required date can be set accordingly. Tally will not allow you to record the transactions for dates preceding the date entered in the books beginning from field.

## Security Control:

☒ TallyVault Password (if any): Once you enter a password here, you will need it to open your company each time. The name of a company that is locked using TallyVault will be hidden with the asterisk '\*' symbol. You need to provide the TallyVault password to open and access the company.

☒ Repeat Password: Here, enter the password entered in the TallyVault field, as a confirmation.

☒ Use Security Control?: Setting this option to Yes will allow you to define the access rights for each user who will access your company. This feature is explained in forthcoming chapters.

## Base Currency Information:

☒ Base Currency Symbol: The base currency symbol will be filled as per the country selected.

☒ Formal Name: The currency's formal name will be filled here. In this example, it is INR (Indian Rupees).

☒ Suffix Symbol to Amount: For some countries, the currency symbol is specified after the amount. This option can be enabled for such countries, so that the currency symbol may be printed after the amount. However, Vridhi Traders is an Indian company and hence this option is set to No.

☒ Add Space between Amount and Symbol?: Tally.ERP 9 will provide a single space between the amount and the currency symbol, if this option is set to Yes. For e.g.: KSh 5,000. Notice the space between symbol and the amount.

☒ Show amounts in Millions?: If the company's financial statements need to have their values expressed in terms of millions, set this option to Yes.

☒ Number of Decimal Places: By default, the number of decimal places for the base currency is set to

2. However, you can have up to 4 decimal places. The Indian currency has 2 decimal places whereas certain other countries require 3 decimal places and so on.

☒ Word representing amount after decimal: The symbol for amounts expressed in decimals will be set by default. For India, it is Paise.

☒ Decimal Places for printing amounts in Words: You can specify the number of decimal places for printing the amount in words. This number should be equal to or lesser than the number specified in number of decimal Places field. For example, if the currency has up to 3 decimal places, the value to be printed in words can be restricted to 2 decimal places.

The Completed **Company Creation** screen appears as per Figure

Company Creation		Books and Financial Year Details	
Directory	: <b>Indus Enterprises</b>	Financial year begins from	: 1.4.2016
Name	: <b>Vridhi Traders</b>	Books beginning from	: 1.4.2016
<b>Primary Mailing Details</b>		<b>Security Control</b>	
Mailing name	: <b>Vridhi Traders</b>	TallyVault password (if any)	:
Address	: No.92, Bhairava Building 3rd Floor, Savipuram Extension Bengaluru	Repeat password	:
Country	: <b>India</b>	<i>(Warning: Forgetting TallyVault password will render your data inaccessible.)</i>	
State	: <b>Karnataka</b>	Use security control	? <b>No</b>
Pincode	: <b>560091</b>	<i>(Enable security to avail TSS features)</i>	
<b>Contact Details</b>			
Phone no.	: <b>080-23456789</b>		
Mobile no.	: <b>9876546789</b>		
Fax no.	:		
E-mail	: <b>Vridhi@yahoo.co.in</b>		
Website	: <b>www.vridhisales.com</b>		
<b>Base Currency Information</b>			
Base currency symbol	: ₹	Number of decimal places	: <b>2</b>
Formal name	: <b>INR</b>	Word representing amount after decimal	: <b>naise</b>
Suffix symbol to amount	? <b>No</b>	No. of decimal places for amount in words	: <b>Accept ?</b>
Add space between amount and symbol	? <b>Yes</b>		<b>Yes or No</b>
Show amount in millions	? <b>No</b>		

Notice that **Indus Enterprises** is highlighted. This indicates that it is the currently selected company from the list of open companies. You can click on the name of another company to make it as the currently open company.

## Select a Company

By 'selecting' a company, you are essentially opening the company in Tally.ERP 9.

1. **Go to** Gateway of Tally > F3: Company Info. (Alt+F3)
2. Click **Select Company**, or press **S**. Tally.ERP 9 displays the **Select Company** screen, with a **List of Companies** that are available in the location specified. You can also press **F1** to get to the Select Company screen.

## Shut a Company

By 'shutting' a company, you are essentially closing a company.

**Go to** Gateway of Tally > F3: Company Info. (Alt+F3)

1. Click **Shut Company**. Tally.ERP 9 displays the **Close Company** screen, with the **List of Companies** that are open. You can also use **Alt+F1** from the Gateway of Tally to get to this screen.

## Alter Company Details

By 'altering' a company, you are modifying the details which you have provided in the Company Creation screen.

**Go to** Gateway of Tally > F3: Company Info. (Alt+F3)

Click **Alter** or press **A**. Tally.ERP 9 displays the Select Item screen, with a List of Companies that are available in the location specified. Select the company which you need to alter and press Enter to view the Company Alteration screen. Alter the company details as required and accept the screen.

## Maintaining Chart of Accounts in Tally.ERP 9

A 'Chart of Accounts' is a list that depicts the accounts that a business uses to record transactions in its books of accounts.

Tally.ERP 9 will put together your business' chart of accounts based on the 'Ledgers' and 'Groups' that you identify.

### Ledgers and Groups

#### 1. Ledgers

A 'Ledger' is an account head. For instance, the sales account head will be called a 'Sales Ledger' in Tally.ERP 9. Similarly, a customer would be an account head, and will be called a 'party ledger'.

You can create ledgers specific to your business transactions.

For a newly created company, there are two pre-defined ledgers available in Tally.ERP 9:

- Cash
- Profit & Loss A/c

To view the list of ledgers, go to **Gateway of Tally > Accounts Info. > Ledgers > Display (Multiple Ledgers) > Select All Items.**

How to choose a most appropriate research method is one of the crucial question in every research study. It should be consistent with objectives as well as the nature of research .The researcher is using secondary data collection method for collection of this project. The secondary data are collected from websites, books and e-books , previous published articles ,magazines and YouTube videos and various research reports.



# Findings

The 'Findings' in Tally.ERP 9 are a set of capabilities, provided as options, that enable you to maintain financial records as per your business needs. The company features menu can be found by clicking **F11: Features** on the vertical button bar. The effect of these options will be reflected only in the company for which they are enabled.

The 'Configurations' in Tally.ERP 9 are options that help you modify the way a feature works. The configuration menu can be found by clicking **F12: Configure** on the vertical button bar. The options when enabled, will have an effect on all the companies in the data directory.

Once you have created a company in Tally.ERP 9, the next step would be to setup Tally.ERP 9's 'Features' and 'Configurations'.

There are sets of options that help you optimise your usage of Tally.ERP 9.

## Features

The Company Features section in Tally.ERP 9 is divided into the following major categories:

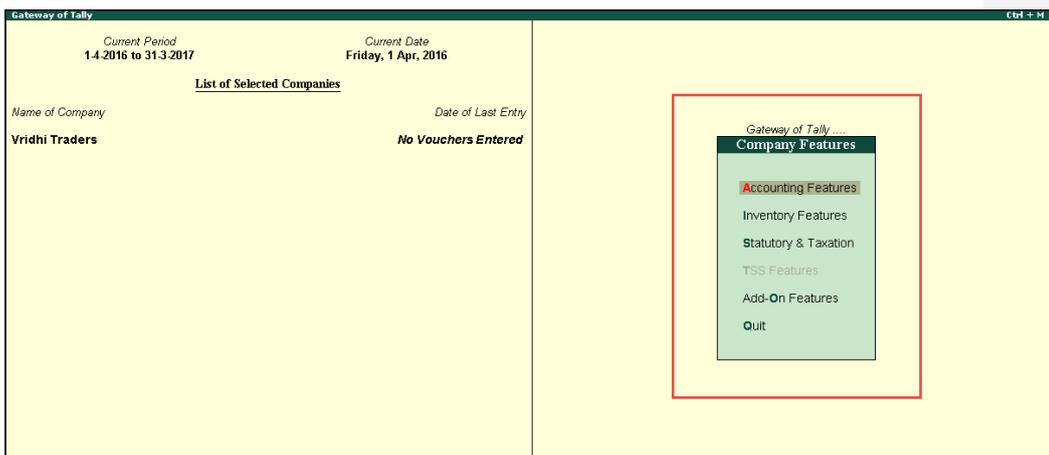
- Accounting Features
- Inventory Features
- Statutory & Taxation
- TSS Features
- Add-On Features

You can press **F11: Features** from any screen of Tally.ERP 9 or you may also click the **F11: Features** button available in the vertical button bar, to enable the required features. The features are specific only to the company currently in use (for which the said feature is enabled), thereby allowing flexibility of independently enabling different features for each of the companies.

Load the company by name Vridhi Traders and go to

**Gateway of Tally > press F11: Company Features**

The **Company Features Screen** appears as per Figure



There are various settings available under accounting features, inventory features and statutory & taxation features, which facilitate the entry of additional information during voucher entry.

### **Accounting Features**

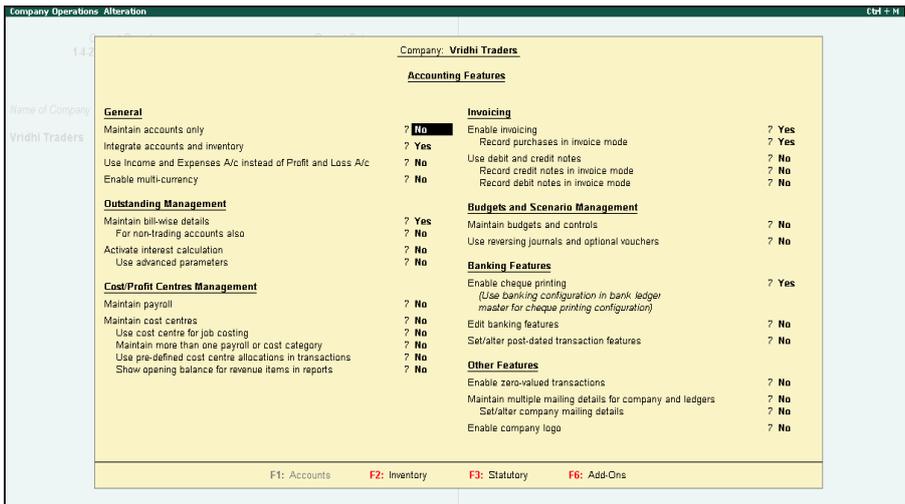
The Accounting Features consists of configurations/functionalities, which generally affect accounting transactions and reports.

The Accounting features section is further divided into six sub-sections, namely:

- General
- Outstandings Management
- Cost/Profit Centres Management
- Invoicing
- Budgets and Scenario Management
- Banking Features

- Other Feature

Go to Gateway of Tally > F11: Company Features > Accounting Features or click F1: Accounting Features the **Accounting Features Screen** appears as per Figure



- ? Enable the required features
- ? Press Enter to accept

## Inventory Features

The Inventory features comprise of configurations/functionalities pertaining to inventory transactions and reports. The Inventory features section is further divided into seven sub-sections, namely:

- General
- Storage & Classification
- Order Processing
- Invoicing
- Purchase Management
- Sales Management
- Other Features

Go to Gateway of Tally > F11: Company Features > Inventory Features or click F2: Inventory the Inventory Feature screen appears as per Figure

Enable the required features Press Enter to accept

## Statutory & Taxation Features

The Statutory & Taxation features comprise of configurations/functionalities pertaining to statutory compliances available in Tally.ERP 9. The Statutory features are country specific and strictly depend upon the country selected in the Company Creation screen.

### TSS Features

The Tally Software Services (TSS) screen comprises information about Connection, Remote Access and SMS Access details of a company. The TSS Features will be available only when Use Security Control is set to Yes in Company Creation screen.

Go to Gateway of Tally > F11: Company Features > TSS Features or click F4: TSS

## Add-On Features

Customers, to meet their accounting requirements, may purchase customised solutions from Tally Partners. Depending on the customer requirement, the solution provider formulates the solution. In some cases, a solution may require the introduction of a new feature in Tally.ERP 9 to support the functionality. F6: Add-On Features is a place holder for the features provided in the Add-ons/Local TDLs loaded.

Go to Gateway of Tally > F11: Company Features > F6: Add-On Features

### Data Management and Security Features

The data management and security features comprises of configurations/functionalities pertaining to:

- Taking backup of a company
- Restoring the backup of a company

- Splitting a company
- Exporting and importing data using Tally.ERP 9
- E-Mailing
- Data Security

## Payroll Features

Tally.ERP 9 integrates payroll features with accounting features, and simplifies payroll processing. Tally.ERP 9 enables users to set up and implement salary structures, ranging from simple to complex, as per the organisation's requirements. Users can also align and automate payroll processes and integrate the same with other accounting applications. Tally.ERP 9 also supports payslip printing, recording of attendance, leave, and overtime. Users can also generate gratuity and expat reports.

## Configurations

In Tally.ERP 9, F12: Configurations are provided for Accounting, Inventory & printing options and are user- definable as per the business' requirements.

The F12: Configurations are applicable to all the companies residing in the Tally.ERP 9 data Directory. The F12: Configuration options vary depending upon the context, i.e., if you press F12: Configure from voucher entry screen, the respective F12: Configurations screen is displayed.

Go to Gateway of Tally > F12: Configure

# Conclusion

Tally.ERP9 is a complete business management software solution preferred by over a million customers across the world. A true all-rounder, Tally.ERP 9 caters to all your crucial business needs including financial accounting, inventory management, taxation, banking and much more. What's more, the software keeps you connected with your business at all times, through its trusted remote access.

## Accounting Management

- Receivables & Payables management
- Budgets & Controls View
- Flexible Classification of Chart of Accounts
- Unlimited Cost & Profit Centers
- Multi-Currency Accounting
- Consolidation of Companies
- Groups and Ledgers Management

## Data Security Capabilities

- Data Backup & Restore
- User-Wise Security Controls
- TallyYautt
- TallyAudit

## Internet Based Capabilities

- E-Nailing of Documents and Reports

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- [Help & Support](#)
- [License and User Management](#)
- [Complete Remote Access](#)
- [TaffyShop](#)

## **Tally Banking**

- [Auto Configured Cheque Printing](#)
- [Cheque-Book I Management](#)
- [Auto Bank Reconciliation \(Auto BRS}](#)
- [Post-Dated Cheque management](#)
- [Payment Advice a Deposit Slip](#)
- [Interest Calculation](#)

## **Payroll Capabilities**

- [Pay Slip Printing and E-mailing](#)
- [Employee Category/Group-Wise Pay Sheet](#)
- [Employee Profile, Group & Category](#)
- [Employee Pay Structure management](#)
- [Attendance Recording & Pay Process](#)
- [Payroll Accounting](#)
- [Payroll Exception Reports](#)
- [Employee Profile Report](#)

## **Data Exchange Capabilities**

- [Export Reports in Different Formats, like Excel PDF, JPEG and HTNL](#)
- [Export & Import of Data through XNL](#)

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- On-Demand Data Synchronisation
- Tally ODBC
- Upload Data to HTTP Web Server

Tally Solutions WLtd. is a plunked In the business software products arena. Since Its Inception In 1986, TaEy's simple yet powerful produce have been revolutionizing the way businesses run. Having delivered path breaking technology consistently for more than 50 years, ally symbolizes unmatched innovation and leadership. Today it caters to millions of users across Industries in 140 countries and continues to be the unchallenged industry leader in the enterprise resource penning software domain

## Suggestion

- 1. Not User-Friendly:** Tally fails to be an user friendly software. It does not help you use it with ease. It is of course a simple software but not everyone can grasp the knowledge of accounting soon after installing. Hence it fails to guide its users in a simple way on how to use it when you do not know have much knowledge about accounting.
- 2. Single window software:** It does not allow to open the same transaction screen from multiple computers. Therefore it becomes time consuming unlike other software that allows you to work on more than one ledger at a time. Tally allows only one ledger at a time which makes it difficult for the user to view other things in it at once.
- 3. No Useful Upgrades:** They have brought out new versions of Tally but the improvement has been bare minimum. There was Tally 4.5 and till Tally 9 ERP but the difference is hardly noticeable. And in case you have got yourself the old Tally then you cannot improve it with new features that the latest version has, which is one of the biggest drawbacks of this software. You are stuck with one kind of tally as the developers does not care to check on the old existing Tally that are still being used. However they have now made it possible to move from 7.2 to 9 and it is a good start.
- 4. Is not ideal for Multi-branch:** In case you have multiple branches, Tally becomes way too expensive to run. You will have to invest in Servers and LAN bundled with Tally.net. Furthermore the sync is not real-time. It needs manual sync and the data is not updated if the accountant is not available in any of the branches to sync manually.
- 5. Not Flexible:** The default setting button is not provided. In case you want to change the setting after the configuration settings are done. You have to restart and delete all the ledgers and start again from the beginning. Once you have created the journal voucher it is not possible to make changes in it. In Tally ERP once you have set the level of the items in the inventory you cannot set the level once again after the reorder. This makes it very rigid and difficult to use.

6. **No Central Support:** The support system of this software is still lagging behind and that makes it difficult for the users to find support when there is any issue with the software. It makes the users find even more difficult in operating it as there are no good supports from the other side to help them out with the training on how to use it.
7. **Low Security:** You have to be very careful with the password as well. Once you lose or forget the user password the retrieving of data is very difficult and quite time consuming. Also there is a alarming possibility of losing the data in case of a virus or hard disk crash.
8. **No Customization:** Customization is very limited. When they customize their product for you, you do not get the complete package and it makes it even more difficult for you to work with as you pay the price but then you have to settle for minimum.
9. **Bad Integration of Invoicing Modules:** Tally does not have any modules that you can call as an extra feature that results automatically when using a feature that already exists independently. So it does not provide account payable, receivable, etc.; unlike quick book and other software.
10. **Risk of Data Loss and intrusion:** As it is an offline software therefore it has no backup in case your system crash or some mishap takes place. Therefore you have to separately back up your data which gives birth to extra work.

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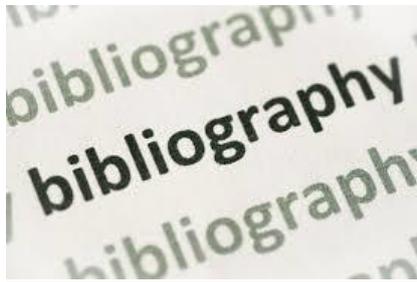
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**RESEARCH METHODOLOGY**

**PROJECTON**

RESEARCH METHODOLOGY OF

"Digital marketing in 2021 with the effect of Pandemic Covid 19"

**SUMBITTED BY**

MR. SAURABH RAJENDRA DHAMNE

BBA[IB] SEMESTER -VI

ACADEMIC YEAR 2020-2021

UNDER THE GUIDANCE OF

PROF. VIJAYLAXMI NEMMANIWAR

**SUMBITTED TO**

SAVITRIBAI PHULE PUNE UNIVERSITY IN PARTIAL FULFILLMENT OF BBA-IB  
SURYADATTA COLLEGE OF MANAGEMENT, INFORMATION AND RESEARCH TECHNOLOGY  
PUNE-411021

**DECLARATION**

I, SAURABH RAJENDRA DHAMNE of SURYADATTA COLLEGE OF MANAGEMENT SAVITRIBAI PHULE PUNE UNIVERSITY OF BBA.IB (Semester VI) hereby declare that I have completed this project on RESEARCH METHODOLOGY OF "Digital marketing in 2021 with the effect of Pandemic Covid 19" in the academic year 2020-2021. The information submitted is true and original in the best.



## **ACKNOWLEDGEMENT**

To list who all helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I would first thank the SAVITRIBAI PHULE PUNE UNIVERSITY for giving me the chance to do this project.

I would like to thank our principal.

MR. ABBAS LOKHANDWALA &

Project guide: DR. VIJAYLAXMI NEMMANIWAR

for providing the necessary facilities required for the completion of this project.

I even would like to thank our coordinator, for the moral support that we received.

I would like to thank our college library for providing various books and magazines related to my project.



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## RESEARCHINTRODUCTION

Research comprises "Ingenious work undertaken on a systematic substructure to increment the stock of cognizance, including cognizance of humans, culture and society, and the utilization of this stock of cognizance to devise incipient applications." It is utilized to establish or attest facts, reaffirm the results of anterior work, solve incipient or subsisting quandaries, support theorems, or develop incipient theories. A research project may additionally be an expansion of past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project holistically. The primary purposes of fundamental research (as opposed to applied research) are documentation, revelation, interpretation, or the research and development (R&D) of methods and systems for the advancement of human cognizance. Research approaches depend on epistemologies, which vary considerably both within and between humanities and sciences. There are several forms of research: scientific, humanities, artistic, economic, gregarious, business, marketing, practitioner research, life, technological, etc. The word research is derived from the Middle French "recherche", which means "to go about seeking", the term itself being derived from the Old French term "researcher" a compound word from "re-" + "catchier", or "searcher", meaning 'search'. The earliest recorded use of the term was in 1577.

- Digital Marketing advantages explanation in consideration of Covid-19 Pandemic.
- In this report, I have explained the change of traditional marketing to Digital Marketing in the 2021 Covid-19 situation. The aim to choose the topic is to discuss the latest market trends in terms of marketing.



A handwritten signature in blue ink, appearing to read "D. Phule".

## **Objectives of Research:**

### **"Digital marketing in 2021 with the effect of Pandemic Covid 19"**

The objective of the research is to find answers to the questions by applying scientific procedures. In other words, the main aim of the research is to ascertain the truth which is obnubilated and has not yet been discovered. Albeit every research study has its concrete objectives, the research objectives may be broadly grouped as follows:

1. To gain familiarity with incipient insights into a phenomenon (i.e., formulating research studies);
  2. To accurately portray the characteristics of a particular individual, group, or situation (i.e., descriptive research studies);
  3. To analyze the frequency with which something occurs (I.e., diagnostic research studies); and
  4. To examine the hypothesis of a causal relationship between two variables.
- 5.To explain:  
The best source of Marketing in pandemic Covid-19 situation, and
- 6.Research on  
How Digital Marketing Will Change in 2021
7. How digital marketing is making the marketing of the products possible in Covid -19 Situation
  - 8.To find a reliable source for Marketing in the pandemic situation which can create most leads to gain Consumers in Covid –19 situation.
  - 9.To get easier analytical data from Marketing Campaign.
  - 10.To get a reliable Platform to target a wide range of consumers.
  - 11.To find the mode of marketing which is less expensive and more output giving.

## **RESEARCH APPROACHES**

There are two main approaches to research, namely quantitative Approach, Qualitative Approach and Mixed Methods. The quantitative approach involves the accumulation of quantitative data, which are put to rigorous quantitative analysis in a formal and rigid manner. This approach further includes experimental, inferential, and simulation approaches to research. Meanwhile, the qualitative approach utilizes the method of subjective assessment of opinions, comportment and postures. Researching such a situation is a function of the researcher's impressions and insights. The results engendered by this type of research are either in non-quantitative form or in the form which cannot be put to rigorous quantitative analysis. Customarily, this approach uses techniques like in-depth interviews, focus group interviews, and projective techniques.

## **Types of Research:**

### 1. Quantitative research

As the name suggests, quantitative refers to numbers where data is collected based on numbers, and a summary is taken from those numbers. Charts help quantify the results of quantitative research.

### 2. Qualitative research

Qualitative refers to the non-numeric elements of the research. When information or data cannot be understood in terms of numbers, qualitative research comes to the rescue. While not as reliable as quantitative, qualitative research helps form a better summary in terms of theories in the data.

Depending on the nature of the research,

### 3. Descriptive research

Facts are factored into descriptive methods and surveys and case studies are carried out to clarify the facts. This help determines and explains with examples, the facts, and they are not dismissed. Many variables can be used in descriptive research to explain the facts.

### 4. Analytical research

Analytical research uses the facts that have already been confirmed to form the basis for the research and a critical evaluation of the material is carried out in this method. Analytical methods also use quantitative methods.

### 5. Applied research

Applied research is action research where only one area is considered and most of the time the facts are generalized. The variables are considered constant and the predictions are made in such a way that the methods can be easily found in applied research. Technical language is used in the research and the summary is based on technical facts.

### 6. Fundamental research

Basic research is basic or pure research done to discover something or a theory that has never existed before. Several areas are connected and the aim is to find out how traditional things can be changed or something new can be developed. The summary is purely in everyday language and the logical conclusions are applied in the research.

Based on the research design,

### 7. Exploratory research

Exploratory studies are based on the theories and their explanation and do not provide any conclusions for the research subject. The structure is not appropriate and the methods offer a flexible and investigative approach to the study. The hypothesis is not verified and the result will not be of much help to the outside world. The results will be linked to a topic that will help to further improve the search.

#### 8. Conclusive research

Conclusive Research aims to provide an answer to the research topic and has an appropriate design in methodology. A well-designed structure helps formulate and resolve hypotheses and deliver results. The results will be generic and will help the outside world. Researchers will have an inner pleasure in solving problems and helping society in general.

#### 9. Investigations

No less considered, but surveys play the main role in research methodology. It collects a large amount of data in real-time and facilitates the research process. This is done at a low cost and can be done faster than any other method. Surveys can be carried out using both quantitative and qualitative methods. Still, quantitative surveys should be considered over qualitative surveys as they provide numerical results and the data is real. Surveys are mainly used in the business to know the demand for a product in the market and to forecast production based on the survey results.

#### 10. Case studies

Case studies are another method of research methodology where different cases are considered and the one suitable for research is selected. Case studies help to gain insight into the research and aid in the foundation of the research. Various facts and theories can be considered from the case studies which help form appropriate critiques on the research topic. Researchers can make the topic general or specific depending on the literature reviews of the studies. A good understanding of the research can be made from the case study.

### **Paramountcy(Importance) Of Knowing How to Conduct Research:**

The paramountcy of knowing how to conduct research are listed below:

1. The erudition of research methodology provides training to incipient researchers and enables them to do research congruously. It avails them to develop disciplined celebrating or a 'bent of mind to objectively visually examine the field.
2. The cognizance of doing research inculcates the competency to evaluate and utilize the research findings with confidence;
3. The cognizance of research methodology equips the researcher with the implements that avail him/her to make the visual examinations objectively.
4. The cognizance of methodology avails the research consumers to evaluate research and make rational decisions.

## **RESEARCH METHODS AND RESEARCH METHODOLOGY**

Q. Is there any distinction between research methods and research methodology?

Research methods are the sundry procedures, schemes and algorithms utilized in research. All the methods utilized by a researcher during a research study are termed research methods. They are essentially orchestrated, scientific and value-neutral. They include theoretical procedures, experimental studies, numerical schemes, statistical approaches, etc. Research avails us to amass samples, data and find a solution to a quandary. Concretely, scientific research methods call for explications predicated on amassed facts, quantifications and visual examinations and not on reasoning alone. They accept only those explications which can be verified by experiments.

Research methodology is a systematic way to solve a quandary. It is the science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, expounding and presaging phenomena are called research methodology. It is withal defined as the study of methods by which erudition is gained. It aims to give the work plan of research.

## **STAGES OF A RESEARCH-**

Whenever a scientific quandary is to be solved there are several consequential steps to follow. The quandary must be verbally expressed limpidly, including any simplifying postulations. Then develop a mathematical verbalization of the quandary. This process may involve the utilization of one or more mathematical procedures. Frequently, more advanced textbooks or review articles will be needed to learn about the techniques and procedures. Next, the results have to be interpreted to arrive at a decision. This will require experience and a construal of the situation in which the quandary is embedded. A general set of sequential components of research is the following:

1. Selection of a research topic
2. Definition of a research problem
3. Literature survey and reference collection
4. Assessment of the current status of the topic chosen
5. Formulation of hypothesis
6. Research design
7. Actual investigation
8. Data analysis
9. Interpretation of result
10. Report

## **EXECUTIVE SUMMARY**

The report entitled "Digital marketing in 2021 with the effect of Pandemic Covid 19"

Deals with the topic of Digital Marketing which is the most affordable and most output giving marketing strategy in the corona pandemic situation. The research explains the reliability and efficiency of Digital Marketing in detail.

## **INTRODUCTION**

The overview of Digital Marketing is in boom after entering of cheap internet service providers as many people were able to surf internet in a huge quantity as a result it leads to the more attention in online traffic. Digital marketing as a way of promoting the products and services on Internet to gain consumers. Some of the various different platforms on which the Internet (Digital) Marketing is done are Facebook, Twitter, Instagram, and LinkedIn. Other platforms are Stack Overflow, Quora, and Yahoo Content sharing platforms like YouTube, Spotify, and Vimeo etc.

What is digital marketing?

Digital marketing is known as digital marketing through the internet, search engines, media, blogs, video channels, websites and applications. It is one of the fastest-growing types in terms of marketing reach, cost-effectiveness, measurement and accuracy. It's all lagging behind on the marketing platform and will be the primary form of marketing.

Digital marketing is the process of arranging or marrying products through digital channels to reach customers. The brand was additionally advertised in the past but was not discreet and moderate. With the advent of digital media, rules and regulations are transmitted. And rightly so.

Today, according to statistics, approximately 60% of the world's people use the Internet. Just two years ago it was 40%. One can estimate the rate at which people use the internet to do virtually everything. From authorizing food and vegetables to booking cabs to renting out furniture to people with viral effects, everything has gone digital. A business without a digital presence is bound to go bankrupt in no time.

## **Digital Marketing in India**

India is a prime sector for digital activity. The country has one of the largest populations of internet users in the world. By 2025, India will have close to 974.86 million internet users. The sector is experiencing double-digit growth in the country, so it only makes sense that digital marketing will have a lot of scope in the country.

Digital marketing is worth \$68 billion and is growing at a 40% growth rate. With the increase in internet users and organizations adopting digital marketing, job roles and options are only going to advance.

- The reach of digital marketing for businesses

Businesses nationwide are realizing digital awareness and realizing the potential of digital marketing.

Therefore, many of them invest in digital marketing to gain an online presence and sell their products and services to potential customers.

Digital marketing is affordable and businesses can be optimized because they are in control of the budget. Campaigns can be targeted precisely with the results of the measurements. All of these things are difficult, including traditional marketing; Hence, businesses are turning to digital marketing. Today, 40% of businesses are completely dependent on digital marketing, and it is estimated that over 90% of businesses will go digital.

- Areas of digital marketing for jobs/careers

In Marketing 201, which was one of the early stages of digital marketing growth, the industry created nearly a million jobs in just a quarter. So, you can imagine the jobs created so far. The sector has hardly been affected by the epidemic, as the digital format will create more jobs in the years to come.

There are many aspects to digital marketing such as copy, design, technology, social media, marketing, finance, and business development. Therefore, with the rise of digital marketing, all of these factors will increase as well. There will be a lot of jobs available in these sub-sectors and students can build sustainable careers. Most jobs in digital marketing were well paid.

## **WHY DIGITAL MARKETING IS THE BEST OPTION**

- Benefits of digital marketing

What makes digital marketing such an exciting field of study and work is the lightning pace at which it evolves. New technologies, applications and devices are rapidly changing the way we market our products to consumers. There is so much general advancement that it brings many benefits. To know the importance of digital marketing, you need to know the benefits of different areas.

- Benefits of digital marketing for businesses

1. Digital marketing uses technologically advanced media for marketing.
2. The effectiveness of campaigns can be measured and optimized.
3. Marketing can target anyone, regardless of location.
4. Businesses have many marketing options in the digital spectrum.
5. Digital marketing is very profitable compared to traditional media.

- Benefits of digital marketing for students

1. One of the fastest growing education streams among emerging technologies.
2. Digital marketing courses are available at all the top universities and institutes.
3. Courses and certifications can also be done online.
4. Digital Marketing courses are job-oriented and you can easily start your career.
5. Digital Marketing courses will also receive a good salary and benefits.

Some extra beneficial points for why to choose digital marketing

- The ability to interact with your prospects and learn exactly what they are looking for
- The ability to reach a global marketplace
- You can save money and reach more customers for less money than traditional marketing methods
- Get to know your audience and allow them to know you personally which can help to create brand loyalty
- You can track responses to your marketing efforts immediately

## **History Of Digital Marketing**

The term digital marketing was first used in the 1990s. The digital age took off with the advent of the Internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share that information on the web. Until then, marketers around the world were still unsure about the digital platform. They weren't sure their strategies would work as the internet had not yet been widely deployed.

In 1993, the first clickable banner came into existence, after which HotWired purchased a few banner ads for its advertisement. This marked the start of the transition to the digital age of marketing. Due to this gradual change, the year 1994 saw the entry of new technologies into the digital market. The same year, Yahoo was launched.

Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received nearly a million hits in its first year. This has resulted in major changes in the digital marketing space, with businesses optimizing their websites to achieve higher search engine rankings. 1996 saw the launch of a few additional search engines and tools like HotBot, LookSmart, and Alexa.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo launched Yahoo web search. Two years later, the dot-com bubble burst and all the smaller search engines were either left behind or wiped out, leaving more room for the industry giants. The world of digital marketing saw its first big increase in 2006 when search engine traffic was estimated to have reached around 6.4 billion in just one month. Not one to fall behind, Microsoft put MSN on the back burner and launched Live Search to compete with Google and Yahoo.

Then came Web 2.0, where people became more active participants rather than remaining passive users. Web 2.0 allowed users to interact with other users and businesses. Labels like "super information superhighway" began to be applied to the Internet. As a result, the volumes of information feeds, including the channels used by digital marketers, have increased dramatically, and in 2004, advertising and internet marketing in the United States alone reported around 2, \$ 9 billion.

Soon, social networking sites began to emerge. MySpace was the first social networking site to arrive, soon to be followed by Facebook. Many companies have realized that all of these new sites that are popping up are starting to open new doors of opportunity to market their products and brands. It opened up new avenues for business and marked the start of a new chapter for the business. With new resources, they needed new approaches to promote their brands and capitalize on the social networking platform.

Another milestone in the digital marketing industry was the cookie. Advertisers had started looking for other ways to capitalize on the emerging technology. One of these techniques was to follow the common browsing habits and usage patterns of frequent Internet users in order to tailor promotions and marketing materials to their tastes. The first cookie was designed to record user habits. The use of the cookie has changed over the years, and cookies are now coded to provide marketers with a variety of ways to collect literal user data.

Digitally marketed products are now available to customers at all times. Statistics collected by Marketingtechblog for 2014 show that social media posting is the number one online activity in the United States. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest, and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are much more likely to buy from brands

they follow on Twitter. 83.8% of luxury brands are present on Pinterest. The top three social media sites used by marketers are LinkedIn, Twitter, and Facebook.

- **TERMS IN DIGITAL MARKETING**

### **A/B Testing**

A/B testing refers to an uncomplicated way to test web page changes against text from an existing web page. The existing text is called the control, and it is compared to the updated copy, called the variation. The ideal is to compare copies to determine which text is more effective. A/B testing is also referred to as split testing or bucket testing. The testing is a randomized experiment with two variables, the control and the variation to the controlled testing or experiment. Statistical analysis is used to determine which text performs better, measuring the impact of the changes on the metrics to identify positive or negative results.

### **Ad Extensions**

Ad extensions refer to additional information to a Google AdWords ad. This additional information can be in the form of the company address, callouts, pricing, reviews, click to call, site links, and app downloads. Lengthier ads increase ad visibility on the search pages and typically generates an increased click-through rate.

### **Alt Text – Alternative Text**

Alt text refers to a word that is used in HTML (Hypertext Markup Language) to provide a textual alternative to visual information. The addition of the text to HTML code for images allows vision-impaired website visitors information on the picture contents.

### **Anchor Text**

Anchor text refers to the clickable words in a hyperlink. Anchor text is used in SEO practices as a ranking signal to Google. The hyperlink provides context linking the display to another document or site on the net. Search engines and users can collect information on the link's destination via hyperlink information.

### **Average Position**

Average position refers to a “statistic that describes how your ad typically ranks against other ads.” On a search page, Google AdWords has four top positions (1 – 4.) Positions 1 – 4 appear at the top of the search results pages. Ad positions 5+ are displayed at the bottom of the search results page. Google determines ad position by ad rank. Google scores on the marketer's bid and keyword, ad, and website or landing page quality. The better the score, the better the ranking position for the ad. Ads can vary from position to position throughout the day depending on high bids for the date and time. Google AdWords Tools allow marketers to analyze their ad's average position.

## **B2B Digital Marketing**

B2B digital marketing refers to digital technologies and strategies used to reach leads and convert customers. B2B is abbreviated for “Business 2 business.” B2B digital marketing methods allow marketers to focus on targeted, measurable, and interactive audiences. Products and services are promoted through different digital marketing methods like digital content marketing and social media marketing. This type of marketing is considered effective in building brand awareness, preference, and engage with prospects and customers. B2B digital marketing methods include search engine optimization, search engine marketing, influencer marketing, content marketing, e-commerce marketing, data-driven marketing, campaign marketing, content automation, social media marketing, direct email marketing, social media optimization, eBooks, display advertising and optical disks and games.

## **B2C Digital Marketing**

B2C Digital Marketing refers to the abbreviation for “business to consumer.” B2C digital marketing refers to the tactics and best practices marketers use to promote products and services to consumers. There are different ways to advertise online such as content marketing, banner marketing, and blogging. Businesses use B2C digital marketing to reach their consumer audiences.

## **Backlink**

A backlink refers to a link that is hyperlinked to another website. An HTML Hren Code connects the two links. Sites with strong backlinks are ranked higher by Google. The concept is that websites backlinked to established and trusted websites offer higher ranking potential. Google authority is gained via the backlinks. Backlinks are also called incoming links, inbound links, in links, and inward links. The links are incoming links to a website or web page.

## **Bing Advertising**

Bing advertising refers to a Bing platform service. The service provides pay per click advertising on Bing, MSN, and Yahoo! search engines. Marketers bid on keywords and keywords phrases. Advertisers can create ads that focus on geographic regions, day and time, and demographics.

## **Bing Webmaster Tools**

Bing webmaster tools refer to a free Bing service. The service provides webmasters with the option to add websites to the Bing index crawler. The tools are categorized for easy reference. Each is designed to help marketers succeed in the Bing search pages results. To engage in the service, sign up is necessary. The tools include a personal marketer’s dashboard for an easy view of site/s performance and to identify areas that need emphasis.

The tools offer website owners an easier way to understand and analyze site performance through reporting tools, diagnostic tools, and notifications.

### **Black Hat SEO**

Black hat SEO refers to an unethical digital marketer or SEO marketing methods used to rank a website higher on the search engine results page. The practice lowers the rankings of competitor sites and increases the rank of the unethical advertiser site/s. Spammy tactics are used that include mass directory link building, article spinning, and negative SEO like negative reviews left on a competitor. It is malicious marketing tactics for personal gain (higher website status.) Hacking competitors' sites are also considered black hat SEO. Search engine providers like Google consider optimization tactics that are deceptive or do not conform to their guidelines to be black hat methods.

### **Bounce Rate**

Bounce rate refers to a digital marketing term used in web traffic analysis. Marketers use bounce rate to calculate the percentage of visitors that leave their site before interacting on the page or viewing other web pages within the site. The formula used to calculate the bounce rate is the time a visitor spends on the site. The bounce rate provides marketers with insight into the effectiveness of the site. A high bounce rate lets the marketer know that loading time is slow, or the site does not engage its visitors. The Google Analytics Report allows website owners to calculate their site's bounce rate.

### **Brand Awareness**

Brand awareness refers to the extent of consumer awareness (recall and recognition) of a brand and its related products. Brand awareness of a brand and its related products are built through various forms of advertising. Brand awareness is essential in business marketing practices as it measures the ability of consumers to recall a brand. Brand awareness is a primary consideration in consumer behavior, advertising management, brand management, and strategy development. Consumers will not purchase unless they are aware of the product category and awareness of the brand within the category is present.

### **Brand Equity**

Brand equity refers to the value of a brand name. The concept of brand equity is the better known the brand name, the more business the brand generates. A highly established brand name generates more business. Less recognized brand names generate less business. Consumers associate quality and brand. A recognized brand name tends to be a trusted name. With this concept, the equity is in the brand name.

## **Brand Loyalty**

Brand loyalty refers to the positive consumer attitudes towards a brand and consumer commitment to the brand. Brand loyalty is a faithful relationship between consumers and/or the brand, products, or business, regardless of competitor's actions or product changes. Consumer brand loyalty is displayed in different ways, including brand product purchases and positive word of mouth advocacy.

## **Buyer Persona**

Buyer persona refers to a semi-fictional character or characters used by marketers to represent different buyer types and scenarios. These characters are created from market research and real data used by existing customers and leads. Personas used to represent real type consumers and customers that might visit the site, purchase a product, use the product, etc., in a similar manner. Marketers can combine personas with market segmentation. Qualitative personas are constructed to represent specific segments. Negative buyer personas can also be created and used to describe consumers and customers that marketer would like to avoid.

## **Call To Action (CTA)**

Call to action refers to a digital marketing term. CTA is a design that marketers use to prompt a response from consumers. Marketers use CTA to encourage consumers to take immediate action toward the purchase of their goods or services.

## **Canonical Element**

A canonical element or rel=canonical refers to an HTML element that webmasters use to prevent duplicate content issues. The code RFC 6596 is added to the HTML head of a webpage. The code is used to alert Google crawlers of duplicate page content. The canonical (preferred) version of a web page is the original content of the page and is specified as part of search engine optimization credit to the webmaster. Duplicated content should point to the canonical to the source URL, providing SEO credit to the source or website/page.

## **Chat Bot**

A chatbot refers to a computer program used to conduct conversations via auditory or textual methods. The chatbot is also referred to as a chatterbot, Talbot, chatbot, and Artificial Conversational Entity. Chatbots hold conversations with humans via different means like web page chat windows. The primary purpose of chatbots is to provide consumers with immediate customer service or information acquisition. The programs are designed to simulate human behavior and response. The systems are both sophisticated and

uncomplicated. Sophisticated systems process natural language. Uncomplicated system scan keyword input to provide database replies relevant to the keyword input.

### **Click Maps**

A click map refers to a graphic representation of website areas where visitors click. For instance, your website may be a digital marketing e-commerce site that sells software and services. The site's product and service pages categorized. Your click map will track user activity for images, text, buttons, and page elements visitors click for each page. Various tools are used to generate a click map. Click maps provide marketers with easier interpretation and analysis for tracking site data. The displayed data format will depend on the tool used to generate the click map.

### **Click-Through Rate (CTR)**

Click through rate refers to the number of consumers that click on an ad after viewing it. Marketers use the formula of dividing the number of ads clicks by the number of ad impressions (views.) The CTR concept is for marketers to gauge the effectiveness of their ads better. An ad high in views and low in clicks is a sign that the ad lacks consumer appeal.

### **Competitive Analysis**

Competitive analysis refers to an analysis of a business and its competitive environment. In digital marketing, competitive analysis refers to the analysis of online competitors. This analysis includes competitor strengths and weaknesses. Marketers can also analyze their strengths and weaknesses. Demographics & consumers marketplace desires, marketplace business strategies for position improvement, obstructing barriers that limit the marketer or business from entering new markets, and deterrents that prevent competitors and consumers from destroying the business's place in the market.

### **Content Marketing**

Content marketing refers to the creation and distribution of material online. For instance, content, blogs, videos, and social media posts. Content marketing is created to provide users with information, so it does not explicitly promote a brand.

### **Content Upgrade**

Content upgrade refers to bonus content provided to consumers in exchange for their email addresses. Content upgrades are considered unique in the manner that the emails are not used for a mailing list. They are to provide requested information offered through the site and specific to a topic or subject-specific to the site or visitor interest.

## **Conversion Rate**

Conversion rate refers to the percentage of website visitors that complete a site transaction. The transaction is termed the marketer's predefined goal. A predefined goal can be considered a purchase or a visitor information request. For instance, 100 consumers visit a website and 10 purchase the website. The conversion rate is 10%.

## **Cost Per Click (CPC)**

Cost Per Click (CPC) is the dollar value a marketer spends for a pay per click campaign. Pay per click ads can be displayed among various search engine providers like Google and Bing. Google AdWords is Google's ad service. Bing Advertising and Google AdWords require marketers to bid on keywords and keyword phrases. Each keyword and keyword phrase have a set dollar value. With keywords and keyword phrases that are in high demand.

## **Cost Per Thousand (CPM)**

Cost Per Thousand (CPM) in the digital marketing term represents the Roman numeral for 1,000. Marketers use CPM to measure the cost of an online ad per 1,000 impressions. Impression refers to the number of ad's display on a web page. Marketers can use CPM to bid on a keyword or keyword phrase.

## **Conversion Rate Optimization (CRO)**

Conversion Rate Optimization (CRO) refers to a digital marketing branch. The branch goal is to increase web page/s conversion rates. The higher the page conversion rate, the more profitable the page. Marketers use strategies to dominate visitor behavior. Consumer psychology with marketing and web design is combined. The CRO of the two versions is tested with an AB test to determine which variation is more effective for higher conversion rates.

## **Crawler**

Crawler refers to an internet bot (an automated piece of software) that scans websites. The bot is a systematic program typically used to index sites. The crawler "crawls" through code. Crawlers can also be referred to as "spiders." Google is a search engine that uses crawlers to locate new content and to evaluate webpage quality for rank scoring purposes.

## **Customer Acquisition Cost**

Customer acquisition cost refers to the costs spent leading up to a sale. In marketing, it is an important metric to calculate the actual value of the customer. Marketers use customer

acquisition costs to determine the percentage of resources that can be profitably spent on a customer.

### **Customer Experience**

Customer experience refers to the organization and customer relationship quality throughout the consumer/customer and business relationship. The interaction consists of three parts: the customer journey, the customer and business interaction type (over the net, in person, on the telephone, etc.) and the customer environmental experience. A positive customer experience refers to a customer that is satisfied with all points of interaction/experiences with the business.

### **Customer Lifecycle**

Customer lifecycle refers to the reach, acquisition, conversion, retention, and loyalty of a customer when considering, purchasing, using, and maintaining a brand, product and/or service loyalty.

### **Customer Lifetime Value (CLV)**

Customer lifetime value refers to a marketer's prediction of the net profit attributed to an entire future of a customer relationship. Marketers use the prediction model which can include examining data and information to sophisticated predictive analytics techniques use. The CLV can be complex, sophisticated, and accurate.

### **Customer Pain Point**

Customer Pain Point refers to a specific problem or issue that potential customers of a business are experiencing. Pain points are diverse and varied and likely unique to the potential customer. The main types of pain points include financial pain points, productivity pain points, process pain points, and support pain points.

### **Demand Generation**

Demand generation refers to an advertiser's targeted marketing efforts to create a brand, product, and/or service awareness. Demand generation is often used in B2B, business to government, and B2C sales cycles. Marketers reach out to consumers and businesses through multiple marketing areas to create a solid foundation of programs combined with a structured sales process.

### **Digital Marketing**

Digital marketing refers to a term used to associate marketing techniques with digital technologies like the Internet. The term is used for online marketing practices such as SEO,

CRO, PPC, blogging, web design, content marketing, and all other forms of online marketing. Internet streaming of video with advertisements can also be a form of digital marketing.

### **Digital Marketing Advertising**

Digital marketing advertising refers to a term used to associate digital technologies with marketing. Marketers engage in digital marketing advertising to promote brands, products, and services. Most often, the term is referring to online and mobile phone marketing. Digital marketing advertising is often referred to as digital marketing.

### **Digital Marketing Attribution Models**

Digital marketing attribution models refers to a marketer's identification of specific user actions that reach the marketer's goals. For instance, the steps that lead up to a sale. Marketers identify consumer actions and set a value on each action. Marketers can better visualize and understand consumer behaviors and the value of the steps that lead to a sale.

### **Digital Marketing Automation**

Digital marketing automation refers to existing software designed to automate marketing actions. Marketers often automate repetitive tasks like email campaigns, social media, and other website actions. With marketing automation business tasks are more manageable and less time-consuming. Marketing automation allows online businesses to buy & sell and convert consumers to customers.

### **Digital Marketing Campaigns**

Digital marketing campaigns refer to online advertising. Digital marketing campaigns can include various types of advertising like PPC and content marketing. Marketers strategically plan marketing campaigns to engage with consumers, convert sales, drive traffic to websites, and increase revenue. Marketing campaigns are used to reach company/marketing goals and include one or more digital marketing channels for campaign success.

### **Digital Marketing Channels**

Digital marketing channels refers to digital advertising sources like search engines, websites, mobile apps, email, social media, etc. Digital technologies like the Internet are used to market goods and services. Digital marketing channels allow marketers to target audiences, build brand awareness, and increase sales.

### **Digital Marketing Dashboard**

A digital marketing dashboard refers to software that provides marketers with valuable information regarding their online marketing activities. Digital marketing activities span multiple channels. Dashboards focus on lead generation stats and progress made towards monthly goals.

### **Digital Marketing Funnels**

Digital marketing funnels refer to a five-stage consumer buying process. The five stages include brand, product, or service exposure, discovery, consideration, conversion, and customer relationship- retention and loyalty. *Exposure* includes SEO, content marketing, banners, PPC, and a following/community. *Discovery* is when consumers find the brand, product or service. *Consideration* is when consumers begin to consider a purchase. *Conversion* is the purchase, and *customer relationship* is the marketer's follow-up to create brand retention and brand loyalty. The completion of successful marketing funnels creates customer loyalty and repeat customers.

### **Digital Marketing Goals**

Digital marketing goals refers to a term used for the specific, quantitative, and interactive marketing of products and services. The marketing engages digital technologies to identify and reach consumers. To convert consumers into customers, and to build brand and customer loyalty. With an increase in brand awareness, interaction with customers, and increased sales, marketers reach their goals.

### **Digital Marketing Key Performance Indicators (KPIs)**

Digital marketing KPIs (Key Performance Indicators) refers to the use of values to track and measure marketing campaign performances. KPIs are part of a marketer's marketing strategy. The values may be assigned to different areas of business, including productivity and financial structures. Marketing teams create KPIs to plan future marketing strategies. Business areas and target goals are prioritized to select indicators that will be most effective in building a marketing strategy. Metrics and data are used to predict future campaign performances.

### **Digital Marketing Metrics**

Digital marketing metrics refers to a marketer's or marketing team's use of value to measure and track marketing campaign success. Marketers use various tools to track the campaign results. Data-driven digital marketing metrics include web traffic sources, cost per lead, brand awareness, returning visitors, website traffic leads, online conversion rates, customer lifetime value, and click-thru rate.

### **Digital Marketing Plan**

A digital marketing plan refers to a structured digital marketing promotional plan. The plan is strategic and used to promote brands, products, and services. Digital technologies are used to promote to the marketer's ideal audience for the best conversion rate

### **Digital Marketing Proposal**

A digital marketing proposal refers to a brand, product, or service information and pricing provided to a consumer by a business or salesperson. A proposal is used in digital marketing to provide specific information and pricing on products and services a consumer or business is interested in purchasing. Proposals are used to lead up to a sale. Marketers or a salesperson will draw up a proposal that will include an expiration date, honoring their proposal for a specific timeframe.

### **Digital Marketing Qualified Lead (DMQL)**

Digital marketing qualified lead refers to a consumer or business that possesses the characteristics and criteria that categorizes them as a possible sale. DMQLs show interest in the marketer's brand, product or service. Interest may be obtaining information on a product through a marketer's webpage. Marketer's score leads, using a metric to determine the quality of the lead and where the consumer/business is in the buying cycle.

### **Digital Marketing Report**

A digital marketing report refers to a report used by marketers to track essential metrics for campaign insight. Digital marketing reports help marketers to measure the strengths and weaknesses of their campaigns effectively. Marketers can include their goals and the efforts used to reach their marketing goals. Reports can include various data like the total marketing reach grew by x% and direct site traffic increased by x%. Charts and graphs are also used to show trends and context. Leads by source, page views, marketing reach, etc. can all be tracked and visualized. Marketing campaigns can be broken down by SEO, social media, PPC, and email marketing campaigns.

### **Digital Marketing Segmentation**

Digital marketing segmentation refers to a marketing strategy of sub-grouping customers, consumers and prospects from a broad consumer or business market. Characteristics are used to classify the groups. Characteristics are based on shared characteristics like past purchases, requesting information on a product or service, common interests, lifestyles, etc. Dividing customers and consumers into segments allow marketers to better focus on high yield groups- customers, consumers and businesses that are likely to purchase and have higher growth potential.

### **Digital Marketing Services**

Digital marketing services refers to a digital marketing company or provider. Digital marketing services are often called SEO services, companies, or providers. They are online marketing specialists to promote businesses online through digital channels like websites, SEO, PPC, content marketing, and social media.

### **Digital Marketing Strategies**

Digital marketing strategies refer to structured marketing plans. Marketers strategically plan their digital marketing campaigns using digital marketing techniques like PPC and content marketing for useful results. Digital marketing strategies are considered the marketing actions that help marketers achieve their marketing goals; and, online channels are used to reach those goals. Digital marketing channels include paid, organic, and owned media.

### **Digital Marketing Tactics**

Digital marketing tactics refer to digital techniques that are used to reach targeted audiences. Marketers use various techniques like building content & keyword rich websites, content marketing, and PPC campaigns to build brand awareness, and engage in social media. Digital marketing tactics include SEO, social media marketing, email list management, keyword/competitive analysis, reputation management, and article writing and blogging.

### **Digital Marketing Tools**

Digital Marketing Tools: Digital marketing tools refers to specific digital media- computer software technology that allows marketers to reach consumers with targeted, measurable communications. Digital marketing tools include SEO, interactive online advertisements, mobile marketing, opt-in email, and online partnerships like sponsorships and affiliate marketing. Web analytics are combined with the use of digital marketing tools and used to track and visualize campaign results, collect data, and inform marketers with users' online activities, IP addresses and search keywords. By combining digital marketing tools and web analytics, marketers can use information collected to create a targeted marketing campaign better.

### **Direct Traffic**

Direct traffic refers to a net user going directly to a webpage. In other words, the net user types a URL into their browser or uses a bookmark to access a site. Direct traffic is considered site visitors that reach a web page without clicking on an ad, being enticed by a CTA, or responding to an email, or some other form of the previous advertisement. Google Analytics provides a summary of traffic, consumer behaviors, and conversions from an organic, referral, paid email, social, direct, etc. channels.

## **Display Network**

A display network refers to a network of websites and apps that allow marketers to display ads on their pages. Google AdWords is a display network that consists of over 2 million websites and reaches over 90 per cent of net consumers. Marketers can purchase ads, targeting consumers on the display network based on various criteria like keywords and topics, webpage placement, and remarketing.

## **Do follow Backlinks**

Do follow refers to a phrase that denotes the absence of a hyperlink of a “no follow” tag. Hyperlinks include a “Do follow” tag until a “No follow” piece of code is attached to the hyperlink. Do follow tags pass SEO equity a destination URL. No follow tags do not. Equity helps build Google rank.

## **Email Automation**

Email automation refers to a marketing system that uses software to send emails automatically. The system uses defined triggers like consumer purchases and email submissions to send emails. Multiple automated emails can be created for use in a sequence. For instance, when a customer purchases a good. The marketer can send a “Thank you” email and keep the customer’s retention with sending Email automation saves marketers time and aids in the marketing funnel.

## **E-Commerce**

E-Commerce refers to Electronic Commerce. The term classifies online businesses. Common E-Commerce business is an online retailer that sells products directly to consumers. Computer networks are used to trade or facilitate trading in products or services.

## **Email Lists**

Email list refers to a collection of email addresses. Marketers use email addresses to target email campaigns. Typically, email lists are grouped by user classification. Classifying the email list allows marketers to focus on the type of communication with the consumer. For example, marketers can send one type/set of emails to prospects, while another type/set to customers. Classification allows marketers to better communicate with their prospects and customers.

## **Email List Segmentation**

Email list segmentation refers to a marketing technique that splits or segments an email subscriber list. The technique is used for marketers to better focus on communications with

their prospects and customers. By segmenting a list, a marketer can send more relevant emails specific to the people on their list.

### **Email Marketing**

Email marketing refers to the use of email to convert prospects and customers to sales. Email marketing allows marketers to target their prospects and customers with personalized information on their brand, goods, and services to market.

### **Engagement Rate**

Engagement rate refers to the percentage of followers or viewers that engage with a post. In other words, engagement rate shows marketers/publishers how much people interact with their published piece. Various factors influence engagement such as users' comments, shares, likes, etc. Engagement rate is a metric strongly used in analyzing social media.

### **Event Marketing**

Event marketing refers to the promotion of a brand, product or service through promotional events. The marketing includes direct interaction of representatives with consumers. Event marketing is considered part of experiential marketing and content marketing. Experiential marketing follows the process of corporate storytelling to grab consumer interest and engage the audience.

### **Exit Rate**

Exit rate is a term used in website traffic analysis. In digital marketing, the exit rate is the percentage of visitors that visit a site that actively leaves from a specific site page to visit another site.

### **Facebook Ads Manager**

Facebook Ads Manager refers to a Facebook tool that marketers use to create and optimize Facebook social network campaigns. Marketers can create and run ads, target ads, and offers the capability to see the ad performances and billing summary, payment history, and payment method information.

### **Facebook Advertising**

Facebook advertising refers to the Facebook ad network. Facebook users can market their brand, product, and/or service to reach consumers within the Facebook community.

Facebook provides a range of ad types designed to be specific to the marketer's goals.

Facebook advertising is unique in the manner that audiences are made on vast demographic information from Facebook user information. Google and other ad networks use keywords.

## **Facebook Audience Insights**

Facebook Audience Insights refers to a Facebook tool that marketers use to target audiences, including aggregate information regarding demographics, geography, consumer purchase behavior, and more. Facebook Audience Insights provides marketers with a look at trends about their current and potential customers across Facebook.

## **Facebook Business Page**

A Facebook business page refers to a marketer's business profile page on the Facebook social media platform. The page is similar to a personal Facebook page; only it is a business profile. Local businesses, online marketers, and entrepreneurs can create a Facebook business page to promote their brands, products, and services. Marketers can use their pages to post status updates, provide links, make comments, announce events, and display photos and videos.

## **Facebook Live**

Facebook live refers to a basic feature that offers live streaming video capability to Facebook users. Facebook Live is designed to be simple to use. Users tap the live stream icon which allows live video broadcasting from their smartphone. Users can also leave a description of the event.

## **Facebook Messenger Bots**

Facebook Messenger Bot refers to a piece of software that uses artificial intelligence to communicate with customers. In other words, the bot understands the human language. Most often the intelligence is programmed to recognize keywords and phrases and responds accordingly. Automated bots have revolutionized customer service, marketing, and sales for the better as consumers can have immediate answers.

## **Featured Snippets**

Features snippet refers to a piece of website information pulled by Google to place in search results. The information is summarized and is designed to show quick answers to common and simple queries. Featured snippets refer to the display at the top of search results with a link to the source. Google programmatically pulls relevant information from an authoritative site. Featured snippets are most often displayed for question queries such as “What is \_\_\_\_\_?”

**Featured Snippet:** When Google pulls informative content from a webpage to feature it in its search pages. Featured snippets are summarized information on a query.

**First Page:** When a site ranks on the first page of the Google search results.

## **Google Ads**

Google Ads refers to the Google online advertising service. Google AdWords allows marketers to reach consumers through the Google search pages and their display networks. Advertisers bid on keywords and keyword phrases. The service provides marketers with different strategies to reach their marketing goals, such as bidding on keywords to display ads to show in the Google search pages results or on Google's network of partner websites.

## **Google Algorithm**

Google algorithm refers to a mathematical system that is designed for Google search engines to determine where websites will be positioned in the search result pages. The algorithm is also referred to as the "core" algorithm. Google updates the algorithm approximately 500 to 600 times per year or two times per day. With the update, website positions can fluctuate from day to day. Google's actual algorithm is kept a secret so that webmasters and marketers cannot manipulate the system to gain higher rankings. Google does provide webmasters and marketers with guidelines on how to appear higher in the search result pages.

## **Google Analytics**

Google Analytics refers to a Google software platform. The Google-created software is designed for marketers to analyze nearly all aspects of website users through the Google Marketing Platform. This includes website traffic, user metrics, conversions, historical data comparisons, and the effectiveness of each marketing channel can be managed with the Google Analytics tools.

## **Google Hummingbird**

Google Hummingbird refers to an industry nickname given to the first extensive overhaul to the Google search algorithm. The overhaul was unique from that of Panda and Penguin as it changed the way Google interpreted user search queries completely. Before the update, users would mostly have search pages results based on specific keyword matching. Since the update, Google search users have a precise search based on their keywords search. For instance, a search for "how to steam vegetables without using a steamer" will provide results directly related to the search phrase. Before the update, the results may have included ways to steam vegetables in a steamer.

## **Google My Business**

Google My Business refers to a Google platform that allows marketers to create a Google business page. Marketers can input information to appear in the search pages results, location

searches, map packs, and more. The company name and information, website link, hours of operation, and reviews are also managed through the Google platform. Google My Business is ideal for local SEO campaigns as the company information appears in the Google Search Results when the company name is typed into the browser.

### **Google Panda**

Google Panda refers to a Google algorithm update that was constructed to analyze better the quality of a website's on-page content. The Google Panda update was originally released in February 2011. Google continues to update the release periodically. The update determines if page and site content is relevant to queries. It also adjusts site rankings accordingly to the quality of page content. The algorithm is now assimilated to Google's core search algorithm, and it includes the ability to assess content quality in real-time.

### **Google Penguin**

Google Penguin refers to a Google algorithm update. The algorithm updates revamped search result queries to be more specific. The algorithm allows Google to determine a user's location when a search is performed in the engines. For example, a user enters a search for "Starbucks." The results pull the nearest Starbucks restaurants to the user's location. The algorithm has a strong impact to generate local business and provide convenience for users.

### **Google Search Console**

Google search console refers to a free Google tool available to webmasters. The Google search console was formerly known as Webmaster Tools. The Google search console includes various areas for marketers to analyze data and determine how their site is performing. Search console is different from Analytics as it does not measure traffic. The console provides a site's visibility on search pages and indexability by Google crawler bots. Metrics search console measures CTR, the number of indexed site pages, and dead links, and more.

### **Hashtags**

The hashtag refers to the symbol "#" that is used in social media. Hashtags are used for social media users to find content easily. Hashtags are used for broad topics, detailed topics, and niches.

### **Heatmap**

Heatmap refers to a graphic representation of how visitors to a site interact while on the site. Heat mapping is software that allows webmasters to track visitor clicks on a page, where they clicked on the page, how the visitors stroll a page, and what they hover over while on a page. Heatmaps help marketers to determine how visitors behave while on their site. Heat

mapping assists in collecting visitor behavior data that allows them to better design and optimize their website.

## **HTML**

HTML refers to the abbreviation for a hypertext markup language. HTML code sets are used for a web browser to know how to display a web page. Individual code within the HTML is called a tag or an element. HTML typically includes a starting and ending element/tag for markups.

## **HTTP**

HTTP refers to the abbreviation for hypertext transfer protocol. The World Wide Web uses a protocol to define how data is formatted and transmitted. It also provides knowledge to web servers and browsers of necessary actions needed to be taken for command response. When a website is interested in a browser and the “search” button is clicked, the HTTP command is sent to the server. This command tells the server to locate the site and send the data for the user to be sent directly to the URL or site.

## **HTTPS**

HTTPS is the abbreviation for hypertext transfer protocol secure. HTTPS is a more secure version of HTTP. HTTP is used to define how data is formatted and transmitted across the net. HTTPS provides a protective barrier over HTTP as it is encrypted. With the added layer of security, the personal information of consumers using an encrypted site is better protected.

## **Hefling Tag**

Hefling tag refers to a website’s HTML code that provides search engines with the spoken language of the page. For sites with pages in multiple languages, Hefling tags are especially helpful. Hefling tags help Google to place and display pages to specific audiences, such as a Spanish speaking audience.

## **Hyperlink**

Hyperlink refers to an HTML code that is used to create a link from one webpage to another page. The HTML code often includes a highlighted word or image that will take a user directly to the location when the highlighted word or image is clicked.

## **Impressions**

Impressions refer to a term used in Pay Per Click advertising. The term impression is used to represent the number of times a PPC ad was displayed to consumers.

## **Impression Share**

Impression share refers to a term used in PPC advertising. The term represents a metric that represents a percentage of consumer ad views- the actual count of views of the ad over the possible times the ad could have been seen. For instance, if the PPC campaign's impression share is 50 per cent, then the ad has been shown 5 out of 10 possible times.

### **Instagram Advertising**

Instagram Advertising refers to paid advertising on the Instagram platform. The advertising is a paid advertising, meaning advertisers pay to have their ads displayed. Marketers can reach more significant and more targeted audiences. With Instagram advertising, marketers use images or videos with context for advertising.

### **Instagram Stories**

Instagram stories refer to a story of a video or picture post. In other words, an Instagram member posts a picture or video with a story on their profile page. Instagram displays the post with a colorful ring around the profile picture and users can tap it to read the member's story. Once tapped, the picture or photo will appear in a row at the top of the followers' feeds, and it can be tapped to read the story.

### **Instagram TV**

Instagram TV refers to an Instagram features an app that allows users to share and view a video. Instagram TV format is like Instagram Stories with the difference being the length of content a user can upload. With Instagram TV, up to an hour of content and video can be uploaded and the videos will not be erased from the user's account after 24 hours. Instagram TV is accessible either from the standard Instagram app or a separate IGTV app.

### **JavaScript**

JavaScript refers to a scripting language. JavaScript is used within web browsers for interactive effects that are difficult or impossible to achieve with just CSS or HTML. JavaScript can be used for APIs, games, scrolling abilities, and more. JavaScript can bring websites to life and provide visitors with exceptional site experiences.

### **Keywords**

Keywords refer to a word, or phrase marketers use in page and marketing content. Google and other search engines recognize keywords in search browsers and SEO content. For instance, a user types in a keyword to complete a search. Google recognizes the keyword and scans content related to the keyword. Marketers that focus on SEO are recognized in the search engines through their keywords.

## **Keywords Density**

Keyword density refers to the number of times/percentages a keyword appears on a webpage compared to the total word count of the page.

## **Keyword Phrases**

Keyword phrases refer to a group of two or more words that are used to market and find information in search engines. For instance, a net user wants information on digital marketing. The user types into their browser “digital marketing.” The search results pull digital marketing information and businesses. Keyword phrases allow users and marketers to string words together to find more specific information.

## **Keywords Research**

Keyword research refers to a practice of search engine optimization used by marketers to research alternative search terms Internet users type into their search engine browser when searching for information. Keywords relevant to their topic are researched and used to achieve better search engine rankings. Once a marketer finds a niche keyword, the marketer will expand on it to find more relevant keywords.

## **Keywords Stuffing**

Keyword stuffing refers to the overuse of keywords on a page. Keyword stuffing is considered a tactic to manipulate search engines. The tactic is frowned upon, and marketers that engage in keyword stuffing can be penalized by Google or an algorithmic devaluation in a search.

## **Knowledge Gap**

Knowledge gap refers to a hypothesis that knowledge like other forms of wealth is not always evenly distributed through a social system. In other words, sectors such as the middle class and upper class will have more excellent knowledge of published media than the lower class. The “gap” is the gap in knowledge, lack of, or greater knowledge.

## **Landing Page**

A landing page refers to a destination page a net user is taken to after clicking on a link. Marketers use landing pages to direct the flow of traffic throughout their site as well as for lead generation.

## **Landing Page Optimization**

Landing page optimization refers to the process of improving elements on a website to increase conversions. Landing pages are a key component of Internet marketing. The landing page is designed to provide information and generate sales or capture leads. Marketers often use landing pages in paid marketing campaigns.

### **Latent Semantic Indexing (LSI)**

LSI refers to the abbreviation for latent semantic indexing. Latent semantic indexing is a method of search engine indexing that creates a liaison between words and phrases to structure a better understanding of a text's subject matter. LSI provides search engines with the capability to provide better results to queries.

### **Leads**

Lead refers to a potential customer in the sales funnel. The consumer is considered a leader because he or she has shown interest in the business or brand. Through the consumer's interest/communication in the product or service, the intent to purchase is present.

Communication includes a call, online form fill, or email.

### **Lead Nurturing**

Lead nurturing refers to a potential customer in the sales funnel. The consumer is considered a leader because he or she has shown interest in the business or brand. Through the consumer's interest/communication in the product or service, the intent to purchase is present. Communication includes a call, online form fill, or email.

### **Link Profile**

Link profile refers to the cumulative grouping of backlinks directed to a website. A link profile is used to determine different aspects of a website, such as its power and trust in the search engines. It can also be used for the subject matter and content of a site. Search engines like Google use link profiles to help determine where sites rank in the search results. Links need to be trusted to receive SEO ranking. For example, if a webmaster has a high number of links from sites that are not trusted, have adult content, or spammy, the link profile will not have the strength for Google to consider the site reputable.

### **Live Streaming**

Live streaming refers to real-time, live video broadcasting to an internet audience. To live stream, an Internet-enabled device is necessary. Internet devices include desktops, laptops, tablets, and a broadcasting platform.

### **Local SEO**

Local SEO refers to local search engine optimization. Local search engine optimization is similar to search engine optimization as it is to create visibility website or webpage visibility in the organic search engine results pages. Marketers use local SEO to market their business locally. In other words, local SEO is used to help businesses promote their products and services to local customers.

### **Lookalike Audiences**

Lookalike audience refers to an option for marketers to target audiences with the Facebook advertising service. Marketers can use email lists or Facebook fans, etc., and from the list, the marketer provides, Facebook will sort out common characteristics among its members to display the marketer's ad.

### **Long-Tail Keywords**

Long-tail keywords refer to a keyword phrase that is longer in length and is more specific in matching a user search query. A long-tail keyword is not searched as often as short keyword phrases; however, when searched it has a higher search intent. For marketers, long-tail keywords are advantageous as, most often, there is less competition using the keyword.

### **Map Packs**

Map pack refers to the Google search results page that features a section that includes three businesses listed in a local map section. The map pack is displayed when a search query for local intent, a "near me" search, or general business is performed.

### **Meta Descriptions**

Meta descriptions refer to a meta tag that provides a page description in 160 characters or less. A meta description is an essential webpage aspect as it is what appears in the Google search results as well as other search engine results.

### **Meta Tags**

Meta tags refer to HTML snippets added to a web page's code for web crawlers and search engines to better recognize the page content. Metadata is used for search engines to help decide relevant information from a webpage to display in search results. Meta tags include various page information such as when that page was published, the page author and title, and image descriptions.

### **Mobile Advertising**

Mobile advertising refers to the communication of products or services to mobile devices and smartphone consumers. Mobile advertising includes everything from short message service-

SMS to interactive advertisements. It is marketing that targets mobile device users according to specific demographics. Mobile advertisements can be banner ads, long text ads, audio ads, video ads, tagline ads, interactive video and TV ads, etc.

### **Mobile-First Index**

Mobile-first index refers to the Google ranking of mobile content for indexing and ranking. With mobile-first indexing, Google predominantly uses the mobile version of the content for indexing and ranking a site. In the past, the index primarily used the desktop version of a page's content when scoring the relevance of a page to a user's query. Today, a majority of Web users access Google through their mobile devices. The index mainly crawls and indexes the mobile version of a page's content going forward.

### **Meta Keywords**

Meta keywords refer to a specific type of meta tag that appears in a webpage HTML code. The meta keywords are used to help search engines to understand the webpage topic. Meta keywords appear in the source code of a page and not on the visible page.

### **Mobile Page Optimization**

Mobile page optimization refers to mobile SEO best practices to ensure a website is designed to account for various screen sizes and load times. In other words, it is an optimization that provides a full view of a website on any size screen.

### **Niche Marketing**

Niche marketing refers to a concentrated type of marketing. It is strategic marketing that is used to target distinct audiences. The idea of niche marketing is to target smaller segments of the online population for more significant marketing results. Marketers identify the needs, wants, and requirements of a group of consumers to target the consumers strategically.

### **No follow Links**

No follow links refer to a value that can be assigned to the rel attribute of an HTML link that communicates with web crawlers and search engines. A follow is to inform web crawlers and search engines that the link is not entitled to SEO equity. In other words, the hyperlink should not influence the rankings of the site. Google guidelines state that any link that is unnatural such as a paid press release or a duplicate site should have a no-follow tag.

### **On-Page SEO**

On-page SEO refers to the practice of optimizing individual web pages to rank higher in the search engines. Ranking higher most often equates to generating more traffic. Keyword

and phrase base for more relevant traffic. On-page SEO is referring to the content and HTML sourcecode of a page that marketers can optimize for better search ranking and results.

### **Organic Search Traffic**

Organic search traffic refers to a traffic source to a website that results from non-paid search engine results. Google and other search engines use various factors to rank websites for search engine results. Ranking factors include organic SEO. Organic SEO includes content marketing, blogging, press releases, reviews, social media, and backlinks.

### **Page Speed**

Page speed refers to a Google Inc. family of tools. The tools are designed to help aid in website performance optimizations. The four main components of page speed are Page Speed Module, Page Speed Insights, Page Speed Service and Page Speed Chrome Devol's extension. Each of the tools is constructed to recognize any issues in a site's compliance with Google's best practices and to automate the adjustment process.

### **Paid Advertising**

Paid advertising refers to paid ad and publication placements. Online paid advertising includes PPC advertising, display ads, and branded content. Paid advertising is strategic marketing that builds revenue growth and brand awareness. In other words, paid advertising is not organic advertising. Marketers pay to have their ads and content displayed.

### **Pay Per Click (PPC)**

Pay per click refers to Google, or Facebook paid advertising. Marketers pay to display ads on the platforms; however, they are only charged a percentage of their investment when the ad is clicked. For instance, Google AdWords is Google's PPC advertising platform. Marketers bid on keywords. When a bid is accepted, the marketer's ad will appear in the paid search results or on websites across Google's network. When the ad is clicked, the marketer will be charged for the click. The amount charged is the keyword bid amount or less.

### **Pinterest Advertising**

Pinterest advertising refers to Pinterest social media ad service. The social media platform provides marketers with the option to pay to displays ads. Pinterest ads look like regular Pins only they are displayed to a broad Pinterest audience. Pinterest users, also called Pinner's, can save pins to various boards to revisit later. When the pin is a promoted pin, the user's followers will also see the ad in their feeds.

## **Pinterest Marketing**

Pinterest marketing refers to marketing on the Pinterest social media platform. Advertisers place images on the platform and users, called “Pinner,” save the pins that contain links, descriptions, and images on various boards for later use. Marketers can upload “pins,” which contain images and links for consumers to discover their products via the social media platform. Pinterest has over 200 million active users. Of Pinterest users, 98 per cent claim they try new things they discover on Pinterest. Studies also show that 39 per cent of Pinterest users are more likely to be active shoppers than non-pinner; and, spend approximately 29 per cent more than shoppers that do not use Pinterest.

## **Penalty**

Penalty refers to an infraction issued to webmasters for breaking Google guidelines. Webmasters receive the infraction through Search Console and can be as serious as site removed from search engine results. Google requires that the issues be fixed before the penalty is lifted. Once the penalty is lifted, there is no guarantee that a site will return to its previous rankings in the search results. A penalty can also refer to an algorithmic penalty. An algorithmic penalty is a misnomer; meaning, the site may be performing poorly due to an issue discovered by Google’s algorithm. An algorithm penalty is considered a ranking problem, not a Google penalty.

## **Position**

Position refers to the Google search results placement. The position is where a site is positioned in the search pages results for a specific query.

**Map Pack:** A map pack is a mapping knowledge that includes the first three results of local businesses for a query.

## **Private Blog Network (PBN)**

PBN refers to the abbreviation for a private blog network. PBN is known as a link network. The private blog network is a collection of private websites that link to one another. PBN is not an approved Google SEO tactic as the networks are built with the intent to manipulate search engines by adding links to a website’s link profile.

## **Quality Score**

Quality score refers to a Google AdWords’ rating specific to the quality and relevance of PPC keywords in a campaign. Google scores on the content/ad copy, the landing page quality and relevance, and the expected click-through rate. Marketers benefit from a high-quality

score as it helps in ad auctions, meaning a high score can result in a higher ad ranking in the search results and lower campaign costs.

## **Queries**

Queries refer to a term used by an Internet user that types keywords and phrases into a search engine to search a topic. An example of a query is typing “How to find local mechanics” into a search engine. The results would be on how to find local mechanics and local mechanics.

## **Quora**

Quora refers to a question-and-answer website. The site is a community with users being the community and can ask, answer, edit, and organize questions. In other words, the site allows users to participate in the asking and answering as well as the editing questions from other Quora users.

## **Rankings**

Rankings refer to a general term associated with the position of a website in the search engine results. A site is never “guaranteed” to be in a top position or the last pages of the search engine results. SEO and site quality influence the position of a site greatly. A ranking is specific to a keyword, so a marketer/webmaster can have a website with keywords that rank on the first page of the search results and some that don’t. A site’s ranking can increase and decrease for different queries and search terms.

## **Reddit Marketing**

Reddit marketing refers to an online platform that allows marketers to network with the submission of links, content, and to carry on conversations with Reddit users. Marketers can create branded AMAS- Ask me anything, create Reddit ads, and get involved in the site. Reddit is a community of entrepreneurs, businesses, and individuals that seek information about a variety of interests. Reddit marketing is for marketers that want to reach eager individuals through community involvement, advertising, and being the master of their niche with questions and answers. Reddit is the fourth most visited site in the US.

## **Relevance Score**

Relevance score refers to a Facebook marketers score that is calculated on the positive and negative feedback that Facebook expects the ad to receive from the marketer’s target audience. In other words, Facebook scores the ad based on their prediction of the ad’s performance. The greater expectations of an ad, the higher the ad’s relevance score will be. Ads are scored between 1 and 10 with 1 being the lowest score an ad can receive.

## **Reciprocal Links**

Reciprocal links refer to two websites that link to one another. Reciprocal links are typically used to boost the ranking of both sites in the search engine results. Google and other search engines can consider reciprocal links a tactic to manipulate search engines and can penalize webmasters for reciprocal link use.

## **Referral Traffic**

Referral Traffic refers to a marketing method of leveraging customers, partners, or employees. Entrepreneurs, consumers, customers, and partners are referred to a personal and professional network to promote or engage with a product or service. Referral marketing is a trusted marketing strategy, and it involves encouraging and rewarding customers to recommend products and services from consumer and B2B brands.

## **Remarketing**

Remarketing refers to a type of paid ad that is shown to consumers after having viewed the product or visited a website. When a consumer visits a site, a “cookie” collects data and it stores data of the visit in the visitor’s browser. When a visitor visits another site or is surfing the net, the cookie can allow remarketing ads to be displayed. Remarketing ads are attempts to keep the brand or product on the consumers’ minds and to get them back to their site to purchase the goods or services.

## **Responsive Web Design**

Responsive web design refers to a website creation that adjusts page content to the screen size or device to be displayed accurately. In other words, a complete and correct visual display of the page content is accurately shown regardless of the screen size of the device. With responsive web design, a website “responds” to the screen size of the user’s device and will adjust the site’s content and images to fit the screen perfectly.

## **Return On Investment (ROI)**

ROI refers to the abbreviation for Return on Investment. For an advertiser to have a positive ROI, the advertiser must have a higher revenue for the campaign than their campaign out of pocket expenses. In other words, a marketer must make more money on the campaign than they spend.

## **Robots.txt**

Robots.txt refers to a text file stored on a website’s server that communicates to search crawlers. Indexing robots (crawlers) are “told” what files and folders can be viewed and files

and folders that the webmaster restricts from viewing. Robots.txt can keep a webmaster's indexed pages limited to pages they wish.

### **Sales Accepted Lead**

Sales accepted lead refers to a qualified marketing lead that reaches a sales team after the lead has been reviewed as a genuine lead and passed to the sales team for approval. In other words, a sales accepted lead is a lead that must be reviewed and identified as meeting the defined standards for a qualified lead and then passed to the sales team for them to approve the lead. The BANT method is often used to qualify a sale. BANT stands for budget, authority, need, and timeframe.

### **Sales Cycle**

The sales cycle refers to the process of a business/company selling to a consumer. It refers to each activity associated with closing a sale. The steps used are not specific. Each company can have a set of steps and activities they use in the sales cycle. However, each step works to close the sale. The average sales cycle is the length of time from the first knowledge of the prospect such as a lead to closing the sale. The sales cycle typically has seven steps - knowledge, prospecting, approach, needs assessment, presentation, close, and follow up.

### **Schema Markup**

Schema markup refers to an HTML code that is added to the website HTML to provide search engines with better relevant information regarding a business, place, person, product, or thing. Schema markup is also referred to as structured data or rich snippets.

### **Search Algorithm**

Search algorithm refers to the process used by an algorithm to locate specific data among a collection of data. The search engine algorithm is the rules and formula that search engines use to index and rank a web page. A search algorithm is also referred to as a search engine algorithm.

### **Search Engines**

Search engines refer to a software system that is developed with the intent to search for information on the World Wide Web. Search engine results displayed when a web browser search is performed. For instance, a web user types "Starbucks" into their search browser. The search engine results are displayed on pages and provide Starbuck results to the user. The information can be a mix of web pages, images, and other file types. Information is indexed, and when a search is performed, it pulls relevant information per the keyword

search to show the results. Google, Bing, and Yahoo are the most well-known search engines.

### **Search Network**

Search network refers to a group of websites that allows ad displays. For instance, Google's Search Network is a group of both Google and non-Google websites that partner with Google to display ads. Advertisers typically pay to have their ads displayed across the network.

### **Search Engine Marketing (SEM)**

SEM – Search Engine Marketing: SEM refers to the abbreviation for search engine marketing. SEM refers to two types of digital marketing. First, SEM refers to any search engine digital marketing. Second, SEM refers to paid search engine digital marketing. Most often, when SEM is referred to it is referring to the second, paid search engine marketing like PPC campaigns.

### **Search Engine Optimization (SEO)**

Search engine optimization refers to the abbreviation for search engine optimization. SEO is a marketing strategy to enhance search results and build brand awareness. SEO marketing uses different methodologies like content marketing, link acquisition, and technical and code improvement. SEO is organic marketing meaning that it does not involve paid channels like PPC.

### **Search Engine Results Page (SERP)**

SERP refers to the abbreviation for search engine results page. Search engine results pages are the pages that feature a list of search results when an Internet user performs a browser search. For instance, an Internet user types "Starbucks" into their browser. The search engine results pages show local Starbucks.

### **Search Network**

Search network refers to a group of websites that allows ad displays. For instance, Google's Search Network is a group of both Google and non-Google websites that partner with Google to display ads. Advertisers typically pay to have their ads displayed across the network.

### **Search Operator**

Search operator, also referred to as a search parameter, refers to a character or string of characters used in a search query to narrow search results. In other words, a character or string of characters causes the action of gathering relevant information for the search query and display the results in the search engine results pages. Typically, web pages displayed in

the search results pages contain both the word or phrase preceding it and the word or phrase following it.

### **Search Queries**

Search queries refer to a Web search query that Internet users enter into their search browser to perform a web search. Keywords and keyword phrases are used for the search engine to pull relevant information to be displayed. There are three types of search queries: Navigational, informational, and transactional queries.

### **Sessions**

Sessions refer to a measurement of action. In web analytics, a session, or site visit refers to the time a visitor spends interacting on a site. In Google Analytics, a session is a metric that measures visitor site interaction which Google defaults to 30 minutes. Sessions also refer to operational analytics and the provision of user-specific recommendations. The two most common methods to define a session is time-oriented approaches based on user activity and navigation-based approaches based on a chain of requested pages.

### **Session Recording**

Session recording refers to the capability to record the on-screen activity of any user session hosted from a VDA for Servicer QS or Desktop QS. Session's recording can be performed on any type of connection, subject to corporate policy and regulatory compliance. Sessions recording records, catalogues and archives sessions for later playback.

### **Skyscraper Technique**

Skyscraper technique refers to a system for turning content into quality backlinks. The skyscraper technique is created by Backlink's Brian Dean and used to generate more traffic. With the skyscraper technique, marketers research popular trends, topics, and well-received pieces of existing content specific to the topic areas of their business. The marketer then writes new and informative pieces that communicate a similar message. Once the pieces are published, the marketer reaches out to net users that have linked out to similar content for acknowledgement of their piece. This technique can work well as there is an existing demand on the topic, the audience is primed, and a ranking potential exists.

### **Social Media Traffic**

Social media traffic refers to a website, mobile site, or mobile app traffic from social media sites. In other words, the visitor is directed to the site from a social media platform. Social media platforms include Facebook, Instagram, Twitter, and Pinterest. When an ad or link is

clicked from a social media site, the user is directed to the site, and their visit is considered social media traffic. Social media traffic can result from paid or organic advertising.

### **Slide decks**

Slide decks refer to a presentation that explains something in step-by-step process. A slide can be a single page or a group of slides which is referred to as a slide deck and used for presentation purposes. Typically, a presentation program like Microsoft PowerPoint is used for the presentation.

### **Target Audience**

Target audience refers to a specific group of people with shared characteristics that meet a marketer's buyer personas. In other words, they are the audience that is likely to be the most interested in a marketer's product or service and to purchase. Typically, a target audience is defined through demographic information.

### **Technical SEO**

Technical SEO refers to website and server optimizations that are performed to aid search engine crawlers to crawl and index a site. Technical SEO helps crawlers, also called spiders, to more effectively read and score and index a site. Technical SEO does not involve any content part of a website; however, if done correctly, it will boost the content, helping it to be found easily.

### **Top Of Funnel Marketing**

Top of funnel marketing refers to the top of the sales funnel. Marketers publish content at the top of the funnel to reach prospects. Various channels are used like: social media, blogs and websites, SEO, online ads, video marketing, and influencer outreach. The top of the funnel goals for marketers is to drive brand awareness and generate sales.

### **Tracking Codes**

Tracking code refers to source code or script most often used in the header, footer, or thank you page of a website. The tracking code communicates information to software tools for data gathering purposes. Google AdWords and Analytics use tracking codes to track user site information.

### **Time On Page**

Time on the page refers to the amount of time a website visitor spends on a page or website. Time on-page is a Google Analytics tool that uses timestamps to record when pages are loaded. Timing users time a page was opened and the exit time equalates to the time on page or website.

## **Title Tag**

Title tag refers to an HTML element that identifies a specific page topic. Title tags are displayed on search engine results pages as the clickable headline for a search. Title tags are essential for SEO, usability, and social sharing. A title tag should be descriptive and feature the marketer's main keywords with an accurate and informative description of the page content.

## **Twitch Advertising**

Twitch advertising refers to marketing on the Twitch interactive platform. Twitch is renowned as a gamers' platform. The site provides marketers with standard IAB display and video media as well as native and custom ads. The site reaches over 50 per cent of the millennial males in America. Advertisers can create ads that interact with Twitch gamers and users.

## **Twitch Live Streaming**

Twitch live streaming refers to streaming video on the Twitch interactive platform. To live stream, Twitch recommends users have no less than an Intel Core i5-4670 processor, 8GB of RAM and Windows 7 or newer. Twitch Live streaming primarily focuses on video game live streaming, including broadcasts of eSports competitions. Users can also live stream creative content, music broadcasts, and "in real life" streams.

## **Twitter Promote Mode**

Twitter promote mode refers to an "always-on, amplification engine" which boosts tweets and profiles automatically. For marketers, Twitter promote mode is consistent for attracting and reaching more followers.

## **User Interface (UI)**

User Interface (UI) refers to the abbreviation for a user interface. User interface refers to how a user and digital device interact. For example, input devices and software use and a site's visitor behavior while on the site. A user interface should be user-friendly.

## **Unique Value Proposition**

Unique value proposition also referred to as a unique selling proposition, refers to the clear statement that describes the offered asset, the solutions to the prospects or customer's needs, and what makes the company the best choice. A unique value proposition should be displayed on all marketers landing pages.

## **Unique Visitors**

Unique visitors refer to a Web Analytics metric used to show the number of different, unique visitors to a website over a specific period. IP addresses are used to track unique visitors.

Multiple visits by the same visitor will not be considered a unique visitor. Only the visitor's first visit to a website classifies them as a unique visitor.

### **UTM Tracking Code**

UTM tracking code refers to a simple code that you can attach to a custom URL. The code is used to track a source, medium and campaign name. With UTM tracking codes, marketers know the arrival source and campaign of their site visitors with Google Analytics.

### **User Experience (UX)**

UX refers to the abbreviation for User Experience. UX refers to the manner a user interacts with a website or app. For instance, the web pages a visitor visit while on a site, how the visitor scrolls a page, and areas the visitor "hovers" over on a page, etc. Knowing visitor site behavior, or UX helps marketers to improve conversion rates. Marketers need to have a good UX for the sake of business as a good UX drives repeating users and engagement.

### **Video Marketing**

Video marketing refers to a marketing strategy that integrates video with advertising. Video marketing is used for various types of promotion such as customer testimonials, how-to videos, interactive videos, live stream events, and video advertisements.

### **Visits**

Visit refers to a metric used to calculate the total site navigations of a visitor to a website. Visits can also be referred to as sessions. The metric is important in digital marketing as it is used in conjunction with the conversion rate to understand a site's performance better.

### **Webinars**

Webinars refer to an online seminar. The webinar or online seminar can be created to inform, train, or sell to an audience of net viewers interested in the brand, product, or service. Marketing webinars typically involve a sign-up form on a marketer's website or email to view the presentation. Employee webinars are most often through the employer or their training teams.

### **Website Analytics**

Website analytics refers to the analysis and reporting of web data to better understand website visitor behavior. Specific data is measured and analyzed for an informed understanding of user behavior across web pages. Various data includes the amount of time a visitor spends on a page, how many pages of a website site visitors visit while on the site, how long they stay on the site, and how they arrive at the site are all measured and analyzed for website analytics.

## **White Hat Marketing**

White hat refers to a marketing term used to describe ethical marketing practices. The term is used in search engine optimization terminology and refers to the usage of optimization strategies, techniques, and tactics that do not engage in unethical practices to manipulate the search engines. White hat marketing completely follows all search engine rules and policies.

## **White Papers**

White papers refer to an advanced problem-solving guide. White papers are authoritative, in-depth, persuasive reports on a specific topic with a problem and solution. In marketing, white papers are used to educate audiences about a particular issue or to promote mythology.

## **Wireframe**

Wireframe refers to a cursory layout drawing that acts as a “draft” of a web page in the design process. The draft or sketch focuses on interactive functionality and the rough layout to quickly build the design/page. Wireframing requires experience and expertise in the web design field.

## **Extensible Markup Language (XML)**

Extensible Markup Language (XML) refers to the abbreviation for an extensible markup language. XML is much like HTML- hypertext markup language in the way that it is most often used for computer data categorization. XML- Extensible markup language allows customizable tags for information markups for computers to better understand the information.

## **XML Sitemap**

XML sitemap refers to an XML document format that is used to categorize all relevant pages, files, posts, etc. of a website. An XML sitemap is designed to help search engine crawler bots to identify pages of a website. It can be considered a website roadmap.

## **Yelp**

Yelp refers to a social review platform and search engine. The platform is designed for consumers to have the option to leave reviews for businesses and to search for local businesses. Yelp also provides marketers with an advertising program that displays ads and assets to Yelp users based on keyword searches.

## **YouTube Advertising**

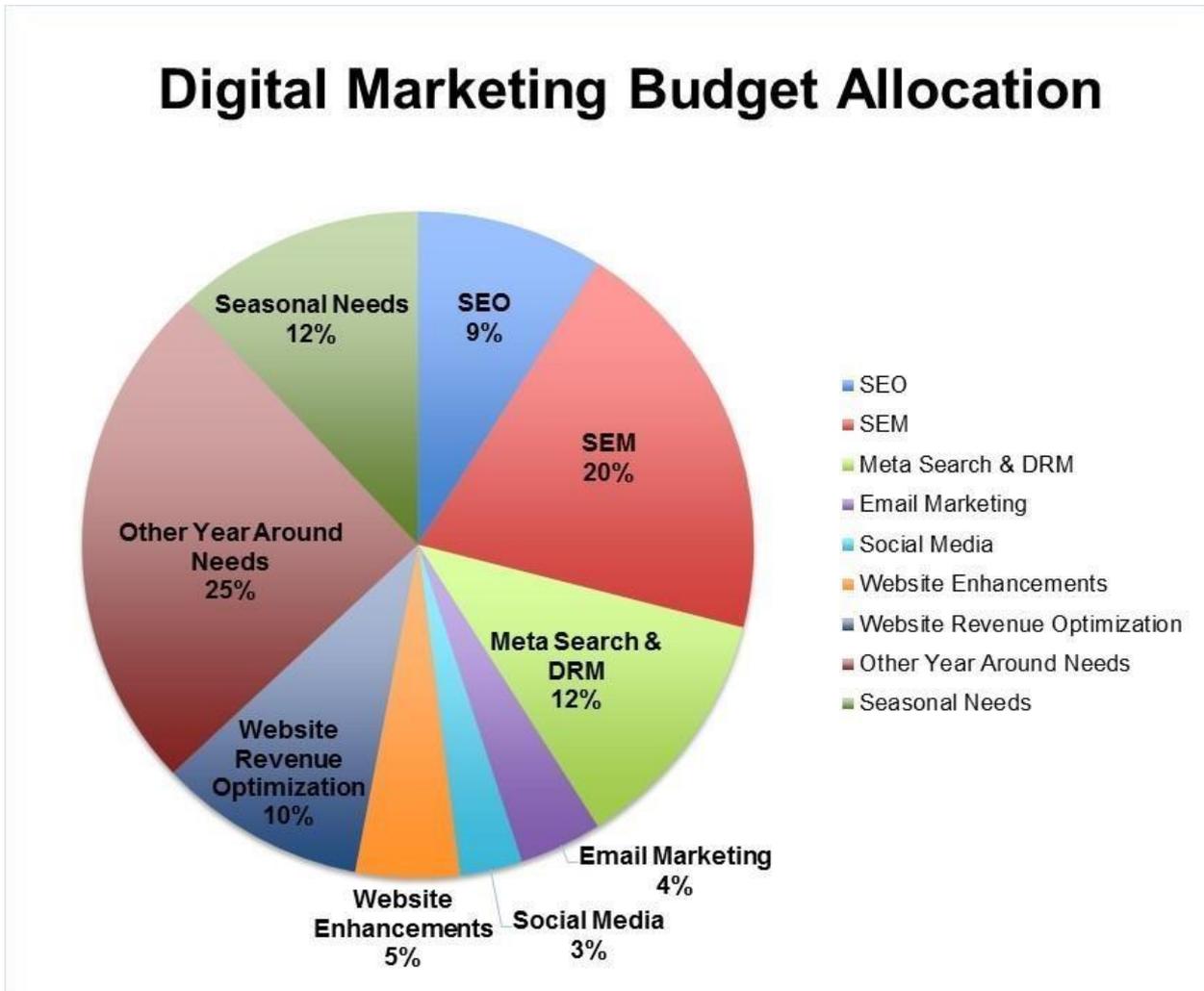
YouTube advertising refers to advertising on YouTube. YouTube offers marketers six advertising formats. Advertising formats include display ads, skippable video, overlay ads,

non-skippable video ads, sponsored cards, and bumper ads. The Google AdWords platform allows marketers to create and run ads.

## **YouTube**

YouTube refers to a video sharing website. In 2006, YouTube was purchased by Google and is currently part of Google's ad network. YouTube is currently the most used search engine worldwide. YouTube provides video streaming and information as well as an advertising platform for marketers.

**AVERAGE SUGGESTED IDEAL SPEND ALLOCATION FOR DIGITAL MARKETING IN 2021**



### **DATA COLLECTION METHOD**

The Research is totally based on Secondary data collected from the existing published sources from Internet which are gathered together in this research. Mostly Websites.

## **LITERATURE REVIEW**

- This research explains the in-detail description about Digital Marketing and its terms with its definitions and descriptions
  - The research theory describes the Introduction in a detailed format.
    - The current market scenario of Digital Marketing in India.
    - Why Digital Marketing is the best option for promoting products.
      - The detailed history of Digital Marketing
  - Terms in Digital Marketing are discussed in a detailed manner with their definitions and,
- Sample budget allocation format for the distribution of considered budget for Digital Marketing.

## **CONCLUSION**

The conclusion for the research is the best and most effective Marketing channel is Digital Marketing in 2021. The reason which describes it as the Digital Marketing platform is the most reliable and cost-effective means of promotion in 2021 as India is now the country in which almost 50% which describes the most chunk of people are using the mode of the Internet to connect people, as a result, it makes them easier compared to another way of promotion of products as the Internet is way too cheaper in India as compared to rest of the world which promotes people of India to consume more internet and to get to know about the products and services promoted through Digital Marketing.

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# RESEARCH METHODOLOGY

A  
Project report on the study of  
**IMPACT OF COVID-19 ON SUPPLY CHAIN AND DHL LOGISTICS**  
For academic year 2020-2021  
SUBMITTED

In partial fulfilment of the bachelor of business administration in International  
Business third year course curriculum



Savitribai Phule Pune University  
Submitted to



Suryadatta College of Management , Information and Research Technology

Under the Guidance of,  
Prof. Vijaylaxmi Nemmaniwar

Submitted by  
Sushant Shinde

Subject : 606 - Research Methodology

## DECLARATION

I SUSHANT SHINDE of Suryadatta college of management Under Savitribai Phule Pune University of BBA-IB (Semester VI) hereby declare that I have completed this project on 'IMPACT OF COVID-19 ON SUPPLY CHAIN & DHL LOGISTICS' in Academic year 2020-2021. The information submitted is true and original in the best.

Place:- BAVDHAN

Date:- 12<sup>th</sup> july, 2021



A handwritten signature in blue ink, appearing to read "Sushant Shinde".

## ACKNOWLEDGEMENT

To list who all helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I would firstly thank the SAVITRIBAI PHULE PUNE UNIVERSITY for giving me chance to do this project.

I would like to thank our Principal:Dr. ABBAS LOKHANDWALA,Project guide: Dr.Vijaylaxmi and HOD: Rasika Naik for providing the necessary facilities required for completion of this project.

I even will like to thank our coordinator, for the moral support that we received.

I would like to thank our college library, for providing various books and magazines related to my project.

Place:- BAVDHAN

Date:- 12<sup>th</sup> july, 2021



A handwritten signature in blue ink, appearing to read "Dafulu".

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# INTRODUCTION

## SUPPLY CHAIN

In commerce, a **supply chain** is a system of organizations, people, activities, information, and resources involved in supplying a product or service to a consumer. Supply chain activities involve the transformation of natural resource, raw materials, and components into a finished product that is delivered to the end customer.

A typical supply chain begins with the ecological, biological, and political regulation of natural resources followed by the human extraction of raw material, and includes several production links (e.g., component construction, assembly, and merging) before moving on to several layers of storage facilities of ever-decreasing size and increasingly remote geographical locations, and finally reaching the consumer.

## LOGISTICS

### DEFINATION:-

the art of well-ordering the functionings of an army, of well combining the order of troops in columns, the times of their departure, their itinerary, the means of communication necessary to assure their arrival at a named point.

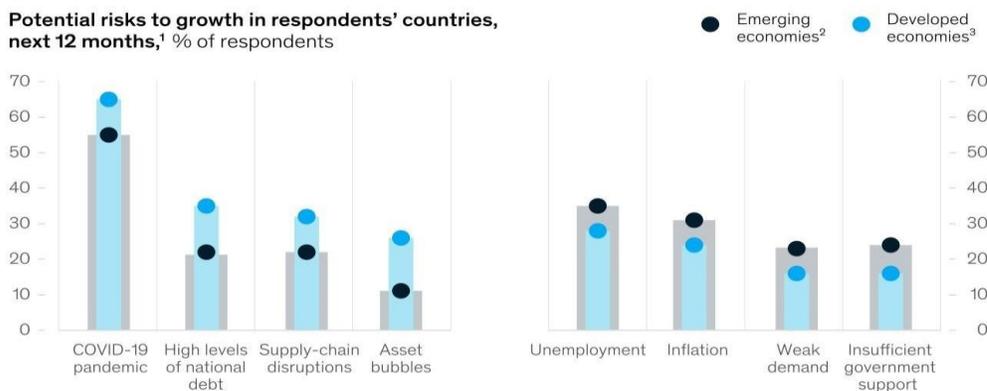
**Logistics** is generally the detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption to meet the requirements of customers or corporations. The resources managed in logistics may include tangible goods such as materials, equipment, and supplies, as well as food and other consumable items.

## GLOBAL AFFECT OF COVID 19 ON THE ECONOMY

As we saw in March, the COVID-19 pandemic continues to overshadow all other risks to domestic growth and now tops the list in every geography.<sup>4</sup> The pandemic is cited as a risk by 48 percent of all respondents, while the second most common risk—unemployment—is cited by only 17 percent. It’s an especially acute concern in India, where 77 percent now cite the pandemic as a risk to domestic growth; in the previous survey, only 28 percent said the same, and unemployment was the most common risk then. When asked about all potential risks to growth that executives foresee, there are some regional differences of note. Respondents in developed economies are more likely than their peers to cite the pandemic (65 percent, versus 55 percent), as well as asset bubbles, high levels of national debt, and supply-chain disruptions. At the same time, concerns over insufficient government support, unemployment, inflation, and weak demand are more top of mind in emerging economies.

### Executives’ views on potential risks to growth vary across emerging and developed economies.

Potential risks to growth in respondents’ countries, next 12 months,<sup>1</sup> % of respondents



<sup>1</sup>Out of 18 potential risks that were offered as answer choices.

<sup>2</sup>Includes China, India, Latin America, Middle East, North Africa, South Asia, and sub-Saharan Africa.

<sup>3</sup>Includes developed Asia, Europe, and North America.

McKinsey  
& Company

On the company front, expectations for consumer demand continue to improve, and those for profits remain buoyant. Workforce expectations are on the rise as well, with 43 percent of respondents saying their companies’ head count will increase in the next six months. It’s the first time since the pandemic began that a plurality of respondents have said so, in a mostly steady rise since our June 2020 survey.

## **IMPACT OF COVID-19 ON THE SUPPLY CHAIN & LOGISTICS INDUSTRY**

At present the world is battling to fight the war against Coronavirus. Novel Coronavirus also known as COVID-19 was initially originated from the major transportation hub of China, the city, Wuhan. The first case was noted in December 2019 since then the spread of this new virus has been rapid and has affected numerous lives across the globe. After the global spread of the virus almost all the countries-imposed country wide lockdown where in which the sea ports and Air ports had also taken a back seat and went on to be in a rest mode for the duration allotted by the government of each country. Not only the travelling and tourism was affected by this but also the import and export of goods was affected as China is the major distributor of the raw materials therefore manufacturing activities also got affected across the globe due to imposition of lockdowns in almost all the countries.

India being a developing country got adversely affected as its economy crippled the manufacturing activities were disturbed majorly and most importantly the supply chains got disrupted along with disturbance in the logistics industry. India imposed lockdown where in essential activities were allowed to operate or function after every interval. We now have entered the unlock 1 phase in which everything has been opened except the schools, colleges, educational institutions, health clubs, cinemas etc.

Talking about the supply chain management and how it has affected the logistics Industry we know that supply chain management is directly related to logistics they both go hand in hand and this can be understood by the following flow chart: RAW MATERIALS, SUPPLIER, MANUFACTURING, DISTRIBUTION, RETAIL, LOCATION, CUSTOMER/CONSUMER

Now for a company to produce goods it has to follow a certain path that is the supply chain management and it can only fulfil the criterion if the company has the required raw materials to produce a particular good and make it accessible to all the consumers. During the lockdown period the companies were unable to produce goods as raw materials weren't made available to them as china as we talked before is the greatest raw material distributor and all

the export and imports were shut therefore there was no international trade happening between the countries.

Meanwhile the daily labourer's, helper, drivers, workers etc went back to their homes in respective villages fearing cash crunch because of no work. Hence there were no trucks or conveyance that could possibly supply or transport the goods from one place to another which caused massive disturbance in the logistics industry. The study depicts the impact that the Novel Coronavirus has had on both the supply chains and the logistics industry in India. Further critically analysing the topic by bringing out sub-heads such as Barriers, After Effects, Roadmap to Recovery etc.

## IMPACT ON THE SUPPLY CHAIN:

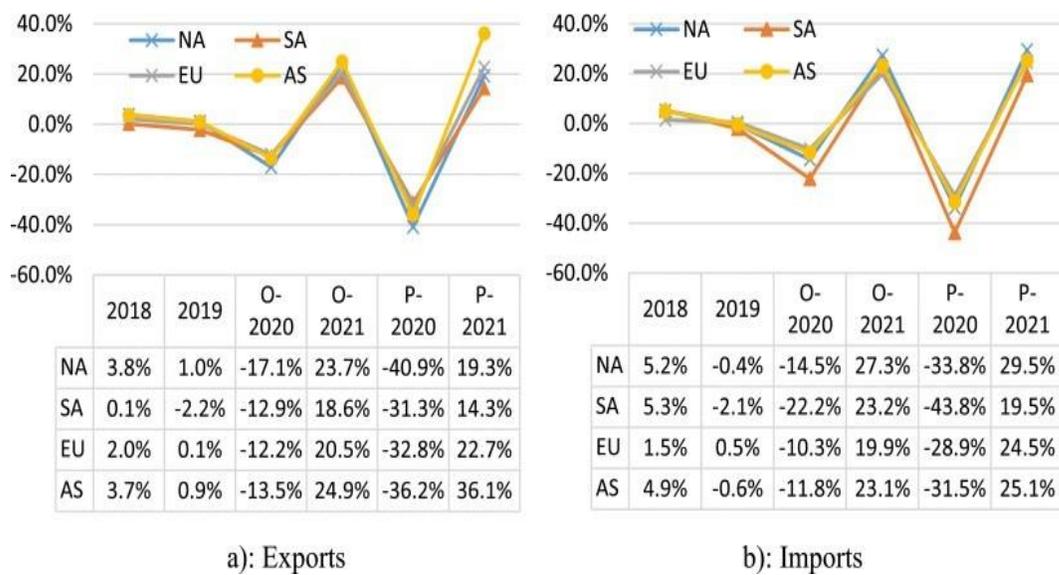
The impact of novel coronavirus pandemic has been visible to the entire world as there is no export and import of goods happening between the countries which has altogether affected the manufacturing worldwide. However further we will be discussing about the three areas that have been affected by the outbreak of COVID-19 which has resulted in the disruption of Supply chain management. These are discussed as below:

1. **Workforce:** The government-imposed lockdowns where in the people were advised to stay at home to limit the spread of Coronavirus. Hence the less workforce. Also, there might be a case where an industry depends upon another industry for goods but the transportation was not possible because there was hardly any workforce to help out with the transportation for the same. Therefore, the industries are having less work force and are unable to meet the consumer demands.

2. **Products:** Due to less workforce there has been poor production of the products as the industry could not meet the desires of the consumers and due to less availability of the products the consumers have shifted onto new company's products. Therefore, we can say that there has been loss of market value for the popular products but gain in the value of the unpopular products.

3. **Cost:** Industries are now trying to meet their financial motives or objectives therefore there has been increase in the cost of products due to increase in the shipping charges of the products. We know that supply chain is completely dependent on workforce or manpower and that supply chain is the backbone of logistics. Non availability of the workforce has unfortunately brought the entire supply chain to a halt. There is pending work in the factories, warehouses companies etc because of lockdown there is no one to deliver or pick up the goods and deliver at all ends alongside which has also affected the smooth functioning of the trade. Further listed are the impact on the logistics industry that tell us what the logistic industry is going through in such trying times.

The world is experiencing the worst recession since the Second World War, and the global economy is predicted to contract by 3% in 2020. Consequently, the World Trade Organization predicts that global trade volume will decline from 13% to 32%. The estimated global trade volumes of the major economic regions are shown in Figure 1, where “O-2020” and “P-2020” represent the optimistic and pessimistic scenarios for the year. The threats of the expanding COVID-19 outbreak have aroused worldwide concern for the damage to and the recovery of global supply chains (GSCs).



## **IMPACT ON LOGISTICS INDUSTRY:**

### **1) Shortages in the Labor Force**

The logistics sector is suffering from a lack of workers throughout all the stages of the supply chain, as both white- and blue-collar labors were not available due to quarantine restrictions or infections. Furthermore, vital roles in the supply chain were unable to perform their duties due to quarantine, travel restrictions, and the temporary shutdown of some plants. For instance, some experts and technicians from China were unable to travel to the camera assembly line in India. Similarly, technicians from South Korea were unable to travel to the Samsung plant in Vietnam.

### **2) Shutdown of Commercial Aviation**

The shutdown of commercial aviation severely limited air cargo capacities making it harder to move vital supplies such as medical equipment to fight the outbreak around the world. It is estimated that more than \$6.2 trillion worth of goods are transported by air every year and that air cargo represents more than 35% of the value of the world trade. However, around 50%–60% of all airfreights are transported in the belly of passenger planes. According to the US Department Of Transportation Security Administration, passenger flights fell by about 95% compared to a year ago.

### **3) Sealed Borders and Trade Restrictions**

Another obstacle facing global logistics are the stringent export and import restrictions and the sealing of borders. Logistics between countries are experiencing significant disruptions. Moreover, the export restrictions imposed by some countries, such as India, France, Germany, and the US on some medicines and medical equipment, are delaying transactions and even barring some products from leaving and entering different countries. The shortage of truck drivers to pick up containers and the stringent inspection and quarantine in customs has delayed the delivery of maritime freight, which represents 90% of global trade volume. The declining global container trade has translated into falling demand for container shipping services. Over 30% of container capacity has been removed from the market due to blank sailings, and a 45% rate of blank sailings was announced for the transpacific trade.

## **DISRUPTED COMMODITIES IN SUPPLY CHAIN**

### **1) High-Tech Products**

The high-tech industry covering products such as smartphones, virtual reality headsets, and other tech accessories, had their supply chains tangled by shortages of various parts. For instance, Apple had to postpone deliveries of its new products to the market due to the shutdown of Foxconn plants in China. Samsung and LG suspended production in their factories in South Korea and India. A further revealing example is Tesla Motors, which closed its factories in Shanghai, California, and New York. In the aeronautic sector, Airbus, Boeing, and Lockheed halted production activities at some of their plants in Europe and the US.

### **2) Automotive Parts**

Most of the main automobile manufacturers are experiencing production shutdowns in some of their plants in China and other countries. The global output for the automotive industry is expected to drop by 13%. Volkswagen shut down its automotive plants in China due to travel restrictions and lack of parts. General Motors restarted its Chinese plants but at a very low-production rate for basically the same reasons. Hyundai shut down its assembly plants in South Korea, mainly due to shortages of parts from China. Nissan factories in Asia, Africa, and the Middle East halted their production.

### **3) Medicines and Medical Devices**

Chinese manufacturers are estimated to account for 40% of all active pharmaceutical ingredients (API) used worldwide. India is the third-largest medicine exporting country in the world and, therefore, plays a central role as a supplier of needed COVID-19 medications. However, as more than 70% of India's bulk drug production relies on Chinese sources, Indian pharmaceutical companies are facing severe shortages of materials because of the suspended production of their suppliers in China.

In addition to medications, we are witnessing a shortage of personal protective equipment (PPE). The current global shortage of PPE, particularly of medical masks, respirators, protective gear, footwear, gowns, and goggles is severely affecting the containment of the virus. This is because front-line healthcare workers are at a high risk of being infected, and

hundreds of medical and paramedical staff died in Spain, Italy, and the US. Moreover, global demand is not only driven by COVID-19 cases but also by misinformation, fake news, panic buying, and product stockpiling, which will undoubtedly further aggravate global shortages.

As the Chinese suppliers are almost the only vendors of PPE to domestic and international markets, their production capacities are insufficient and, therefore, they prioritize local demand. In this context, governments and various organizations are asking different manufacturers to step in to compensate for the current shortages. Consequently, some major companies such as Tesla Motors, Peugeot, and a consortium of other manufacturers are producing ventilators, and they are joining forces with PPE suppliers by adapting their processes to produce some of the needed products.

#### **4) Food Supply Chain**

Food Global supply chain, from seeds to dry products such as rice and wheat, as well as fresh food, such as meat, vegetables, and fruits, are mainly affected by two aspects: farming and transportation. Almost all the stages of food production, such as seeding, picking, and delivery, are labor-intensive. India, the world's biggest rice exporter, suspended its exports due to labor shortages and logistics disruptions. The world's third-largest rice exporter, Vietnam, plans to reduce its quotas by 40% compared with the corresponding period last year. Lack of truckers, canceled flights, time-consuming inspections, and quarantine in customs, have hampered the delivery of fresh food.

Therefore, if this situation is not contained, soon, it may result in a global famine. The massive disruptions to food supplies caused by COVID-19 are expected to double the number of people suffering from chronic hunger. The Global Report on Food Crises estimates that 135 million people were food insecure in 2019. In 2020, this number could double to 265 million people.

## RESPONSE TO THE CRISIS

For the most part, governments have responded to the crisis by designating ports, shipping, and trucking services as essential—and thereby exempt from lockdown measures. For example, the Indian government exempted the movement of cargo through ports, supply chains, and the transport of essential commodities from lockdown rules. Although many airports around the world are closed to passenger flights, most are still open to cargo, which can be essential to the COVID-19 response (for example, to transport medical supplies). Closer collaboration between governments and third-party logistics companies has also been necessary to address supply chain bottlenecks and facilitate clearances. Third-party logistics companies have adopted a range of responses to these uncertainties, including:

- a. **New safety protocols:** To protect their staff's health, some companies have introduced new protocols on social distancing at warehouses, disinfecting work areas, or providing protective gear, while giving staff unlimited unpaid time off. However, these efforts, which come at a higher financial cost, cannot guarantee protection against outbreaks in confined warehouses.
- b. **Alternative modes of transport:** Many companies are using creative alternatives to their go-to transport modes. Since the reduction of passenger flights has reduced airplane belly cargo capacity, companies such as DHL have used charter flights to transport shipments to and from China. Airlines are also repurposing passenger aircraft for cargo. Some observers are even forecasting a boom for the China-Europe rail as 60 percent of the air freight capacity between China-Europe has vanished.
- c. **Adapting service offerings to current demand and safety protocols:** Some larger players have been playing an important role in delivering medical supplies. For example, UPS provided free air transport for two million masks and protective gear to Wuhan in February. Companies are also adapting to demand. Warehouses and retailers are focusing on grocery deliveries since demand is high for essential products, while companies in the last-mile segment are offering no-contact delivery options (some of which include robots).

## Opportunities emerging from COVID-19 chaos

There are series of repercussions for the people and the economy due to disruptions caused by the COVID-19 crisis in travel, events, manufacturing, supply chain and trade, among others. To begin with, businesses worldwide are trying to figure out other operational dynamics, while working from home has definitely been a success. Similarly, universities have quickly moved toward remote working/learning for the remainder of the school year. Overall, these testing times are bringing to fore the accelerated adoption of online services and possibly creating a long-term behavioural change in the way people shop, consume media, seek health services and education, or generally get things done. A quick look at how the segments have responded

- **Edtech** - According to United Nations, over 770 million learners globally are currently affected due to the closure of schools and universities. To help bridge the gap, many edtech companies are offering free teaching resources to educators to help with the transition from in-person to online learning. Although access to on-line resources is not universal, this period might prove to be great opportunity to digitize, dematerialize, demonetize and democratize education to make edtech a norm even after the lockdown is lifted.

**Transformation of retail to hyperlocal** - It is expected that the consumption and shopping patterns of the consumers will witness a shift, which will undoubtedly help the hyperlocal segment and eCommerce industry. Also, many traditional players can leverage the change in consumer behaviour to drive their digital transformation to maintain connect with their valued customers.

- **Fintech** - The fintech industry will see itself flourishing going ahead even though they may see reduced number of transactions in the short-term because of the slowdown in the economy. As people and companies start to become comfortable with the use of online transactions and realize its benefits, the fintech industry will witness a healthy growth.

- **Boom in remote working enabling tools** - A lot of remotely working software seems to be doing well. Zoom, a popular remote conferencing software, saw a sharp increase in its stock price in the first few months of 2020.<sup>10</sup> In addition, as employees are starting to work from home, the demand for stand up desks/office chairs/tables and other such equipment would soon be blowing up as well.
- **Reinvention of healthcare** - Just as the bubonic plague ushered in an era of labour reforms and improvements in medicine in the Middle Ages, the COVID-19 will bring major improvements in healthcare. Health-tech has already become a crucial segment witnessing increased adoption with online solutions available for medicines delivery, consultations to health/wellness.
- **Resetting planet earth** - As industries and transport networks have closed down, the world has witnessed a phenomenal fall in carbon emissions. However, a global pandemic that is claiming millions of lives and bringing economic activities to a standstill should clearly not be a way of bringing about favourable climatic change. The methods that many communities have employed to protect from health crisis has raised hope for the climate in the longer-term.
- **Onset of job transition era** - Business interruptions and rising layoffs are extremely disheartening, but for some this period might perhaps be a good time to switch careers or think about starting their own business. It is safe to say that this round of job losses followed by reemployment trends will be far different than anything in the past. Invigoration of VC industry □ Moving forward, for most companies travel expenses will be dramatically lower. Once businesses realize they can survive with a lot of fewer face-to-face interactions, any proposed travel expenses will receive far more scrutiny.
- **Gaming and OTT** - The segment is witnessing a surge in usage considering most individuals are restricted to their homes. On the other side of entertainment, online gaming was already picking up steam and with the pause in all live sports, this seems to be the go-to entertainment platform and social engagement through video/voice chat for millennials.

- **Ways companies might take forward business-**
  - Shrinking the office with work from home success
  - Use more automation in factories
  - A push for localization to reduce costs
  - Rejig shifts so that there is no overlap of workforce between two shifts
  - Change strategy of employee engagement
  - Mandate thermal screening in factories – Before any machine is turned on, a longer health checklist will have to be observed
  - Preserve cash and reduce marketing costs, travel, entertainment expenses
  - Revise business continuity plans

## OBJECTIVE

### Primary objective

- The primary objective of the project is to study the impact of covid 19 on supply chain management and logistics industry.

### Secondary objectives

- To study the global effect of covid 19 on the economy
- To acknowledge the after effects of covid-19 on Supply chain management and logistics.
- To study the effect of covid-19 on DHL logistics
- To analyze the achievements of DHL logistics

## RESEARCH

Research comprises "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications." It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities and sciences. There are several forms of research: scientific, humanities, artistic, economic, social, business, marketing, practitioner research, life, technological, etc.

The word research is derived from the Middle French "recherche", which means "to go about seeking", the term itself being derived from the Old French term "recerchier" a compound word from "re-" + "cerchier", or "sercher", meaning 'search'. The earliest recorded use of the term was in 1577.

### Research Approaches:

There are two main approaches to research, namely quantitative approach and qualitative approach. The quantitative approach involves the collection of quantitative data, which are put to rigorous quantitative analysis in a formal and rigid manner. This approach further includes experimental, inferential, and simulation approaches to research. Meanwhile, the qualitative approach uses the method of subjective assessment of opinions, behaviour and attitudes. Research in such a situation is a function of the researcher's impressions and insights. The results generated by this type of research are either in non-quantitative form or in the form which cannot be put to rigorous quantitative analysis. Usually, this approach uses techniques like in depth interviews, focus group interviews, and projective techniques.

### Types of Research:

There are different types of research. The basic ones are as follows.

1. **Descriptive versus Analytical** :Descriptive research consists of surveys and fact-finding enquiries of different types. The main objective of descriptive research is describing the state of affairs as it prevails at the time of study. The term 'ex post facto research' is quite

often used for descriptive research studies in social sciences and business research. The most distinguishing feature of this method is that the researcher has no control over the variables here. He/she has to only report what is happening or what has happened. Majority of the ex post facto research projects are used for descriptive studies in which the researcher attempts to examine phenomena, such as the consumers' preferences, frequency of purchases, shopping, etc. Despite the inability of the researchers to control the variables, ex post facto studies may also comprise attempts by them to discover the causes of the selected problem. The methods of research adopted in conducting descriptive research are survey methods of all kinds, including correlational and comparative methods. Meanwhile in the Analytical research, the researcher has to use the already available facts or information, and analyse them to make a critical evaluation of the subject.

**Applied Versus Fundamental:** Research can also be applied or fundamental in nature. An attempt to find a solution to an immediate problem encountered by a firm, an industry, a business organisation, or the society is known as applied research. Researchers engaged in such researches aim at drawing certain conclusions confronting a concrete social or business problem. On the other hand, fundamental research mainly concerns generalizations and formulation of a theory. In other words, "Gathering knowledge for knowledge's sake is termed 'pure' or 'basic' research" (Young in Kothari, 1988). Researches relating to pure mathematics or concerning some natural phenomenon are instances of Fundamental Research. Likewise, studies focusing on human behaviour also fall under the category of fundamental research. Thus, while the principal objective of applied research is to find a solution to some pressing practical problem, the objective of basic research is to find information with a broad base of application and add to the already existing organized body of scientific knowledge.

2. **Quantitative versus Qualitative:** Quantitative research relates to aspects that can be quantified or can be expressed in terms of quantity. It involves the measurement of quantity or amount. Various available statistical and econometric methods are adopted for analysis in such research. Which includes correlation, regressions and time series analysis etc.,. On the other hand, Qualitative research is concerned with qualitative phenomena, or more specifically, the aspects related to or involving quality or kind. For example, an important type of qualitative research is 'Motivation Research', which investigates into the reasons for certain human behaviour. The main aim of this type of research is discovering the underlying motives and desires of human beings by using in-depth interviews. The other techniques employed in such research are story completion tests, sentence completion tests, word association tests, and other similar projective methods. Qualitative research is particularly significant in the context of behavioural sciences, which aim at discovering the underlying motives of human behaviour. Such research helps to analyse the various factors that motivate human beings to behave in a certain manner, besides contributing to an understanding of what makes individuals like or dislike a particular thing. However, it is worth noting that conducting qualitative research in practice is considerably a difficult task. Hence, while undertaking such research, seeking guidance from experienced expert researchers is important.

3. **Conceptual versus Empirical:** The research related to some abstract idea or theory is known as Conceptual Research. Generally, philosophers and thinkers use it for developing new concepts or for reinterpreting the existing ones. Empirical Research, on the other hand, exclusively relies on the observation or experience with hardly any regard for theory and system. Such research is data based, which often comes up with conclusions that can be verified through experiments or observation. Empirical research is also known as experimental type of research, in which it is important to first collect the facts and their sources, and actively take steps to stimulate the production of desired information. In this type of research, the researcher first formulates a working hypothesis, and then gathers sufficient facts to prove or disprove the stated hypothesis. He/she formulates the experimental design, which according to him/her would manipulate the variables, so as to obtain the desired information. This type of research is thus characterized by the researcher's control over the variables under study. In simple term, empirical research is most appropriate when an attempt is made to prove that certain variables influence the other variables in some way. Therefore, the results obtained by using the experimental or empirical studies are considered to be the most powerful evidences for a given hypothesis.

### **Importance Of Knowing How To Conduct Research:**

The importance of knowing how to conduct research are listed below:

- i. The knowledge of research methodology provides training to new researchers and enables them to do research properly. It helps them to develop disciplined thinking or a 'bent of mind' to objectively observe the field.
- ii. The knowledge of doing research inculcates the ability to evaluate and utilize the research findings with confidence;
- iii. The knowledge of research methodology equips the researcher with the tools that help him/her to make the observations objectively; .
- iv. The knowledge of methodology helps the research consumers to evaluate research and make rational decisions.

# RESEARCH METHODOLOGY

## SECONDARY RESEARCH

Secondary data is the data already collected by someone else. This data is not especially collected to solve present or specific problem. The information is relevant and can be used for our purpose. The Secondary research was done and it consists of the information from reliable online sources.

It includes:

- Articles published by research companies
- Research papers
- Online websites – (Wikipedia)
- Official DHL website

## VARIOUS STAGES OF A RESEARCH:

Whenever a scientific problem is to be solved there are several important steps to follow. The problem must be stated clearly, including any simplifying assumptions. Then develop a mathematical statement of the problem. This process may involve use of one or more mathematical procedures. Frequently, more advanced text books or review articles will be needed to learn about the techniques and procedures. Next, the results have to be interpreted to arrive at a decision. This will require experience and an understanding of the situation in which the problem is embedded. A general set of sequential components of research is the following:

1. Selection of a research topic
2. Definition of a research problem
3. Literature survey and reference collection
4. Assessment of current status of the topic chosen
5. Formulation of hypothesis
6. Research design

7. Actual investigation
8. Data analysis
9. Interpretation of result
10. Report

## COMPANY PROFILE

### DHL LOGISTICS



DHL is present in over 220 countries and territories across the globe, making it the most international company in the world. With a workforce exceeding 3 0,000 employees, we provide solutions for an almost infinite number of logistics needs.

DHL is part of the world's leading postal and logistics company Deutsche Post DHL Group, and encompasses the business units DHL Express, DHL Parcel, DHL eCommerce, DHL Global Forwarding, DHL Freight and DHL Supply Chain.

DHL is a logistics company offering international express mail services. It provides document and parcel shipping services, air, ocean, road, and rail freight, warehouse solutions, transportation management, and contract logistics. It serves auto-mobility, chemicals, consumer, energy, engineering and manufacturing, life science and healthcare, public, retail, and technology industry sectors.

## HISTORY

DHL International GmbH (DHL) is an international courier, package delivery and express mail service, which is a division of the German logistics firm Deutsche Post. The company delivers over 1.5 billion parcels per year.

The company was founded in San Francisco, USA, in 1969 and expanded its service throughout the world by the late 1970s. In 1979, under the name of DHL Air Cargo, the company entered the Hawaiian islands with an inter-island cargo service using two DC-3 and four DC-6 aircraft. Dalsey and Hillblom personally oversaw the daily operations until its eventual bankruptcy closed the doors in 1983. At its peak, DHL Air Cargo employed just over 100 workers, management and pilots.

The company was primarily interested in offshore and intercontinental deliveries, but the success of FedEx prompted their own intra-US expansion starting in 1983.

In 1998, Deutsche Post began to acquire shares in DHL. It reached controlling interest in 2001, and acquired all outstanding shares by December 2002. The company then absorbed DHL into its Express division, while expanding the use of the DHL brand to other Deutsche Post divisions, business units, and subsidiaries. Today, DHL Express shares its DHL brand with business units such as DHL Global Forwarding and DHL Supply Chain. It gained a foothold in the United States when it acquired Airborne Express.

The DHL Express financial results are published in the Deutsche Post AG annual report. In 2016, this division's revenue increased by 2.7% to €14 billion. The earnings before interest and taxes (EBIT) increased by 11.3% over 2015 to €1.5 billion

In 2006, DHL won a ten-year contract worth £1.6 billion to run the NHS Supply Chain, part of the United Kingdom's National Health Service. Under the contract, DHL was responsible for providing logistics services for over 500,000 products to support 600 hospitals and other health providers in the UK.

In a 50/50 joint venture with Lufthansa Cargo, DHL Express co-founded a new cargo airline, AeroLogic, in 2007, based at Leipzig/Halle Airport. The carrier operated up to

11 Boeing 777F planes by 2012. In December 2007, DHL became the first carrier to transport cargo via wind-powered ships, flying MS Beluga Skysails kites.

As part of the NHS contract, DHL opened a new 250,000 sq ft (23,000 m<sup>2</sup>) distribution centre in 2008 to act as a stock-holding hub for food and other products, with another distribution centre planned for opening in 2012. The two new distribution centres created about 1,000 new jobs. In May 2008, DHL Aviation moved its central depot to Leipzig, Germany, leading to improved service and timeliness to the European Union.[citation needed] In the same month, DHL Express announced restructuring plans for its United States network, including termination of its business relationship with ABX Air and a new contract with competitor UPS for air freight operations. Its cargo hub was also shifted from Wilmington to Louisville. The Air Line Pilots Association, International protested, but on 10 November 2008, DHL announced that it was cutting 9,500 jobs as it discontinued domestic air and ground operations within the United States due to economic uncertainty. However, it retained international services and was still in talks with UPS to transport DHL packages between U.S. airports.

DHL ended domestic pickup and delivery service in the United States in 2009, effectively leaving UPS and FedEx as the two major express parcel delivery companies in the US. Limited domestic service was still available from DHL, with the packages tendered to USPS for local delivery. In April 2009, UPS announced that DHL and UPS had terminated negotiations without an agreement for UPS to provide airlift for DHL packages between airports in North America. DHL said in a statement, "We have not been able to come to a conclusive agreement that is acceptable to both parties." DHL continued to use its current air cargo providers, ASTAR Air Cargo and ABX Air.

In 2013, the company opened a newly expanded and upgraded global hub at the Cincinnati/Northern Kentucky International Airport in Hebron, Kentucky.

In late 2020, DHL entered agreements to deliver the COVID-19 vaccine manufactured by BioNTech and Pfizer. In March 2021, DHL Aviation announced to relocate their hub operations from Bergamo to Milan Malpensa Airport where DHL opened new logistics facilities

## DIVISIONS AND SERVICES

### DHL Express



Express international and domestic delivery services for parcels and documents for business customers. **DHL Express** Servicing over 220 countries and territories

### DHL e-Commerce



Standard international and domestic parcel services for business customers and consumers, plus eCommerce logistics and facilitation services.

DHL eCommerce provides international, standard parcel delivery for business customers. We support your processes with mature e-commerce shipping and help you to enable your online business.

## DHL Global Forwarding



DHL are the experts in Global Air, Ocean, Rail & Ground Freight Forwarding.

## DHL Supply Chain



Creating competitive advantage through customized supply chain solutions based on globally standardized components and sector expertise.

DHL supply chain looks forward to improve warehousing solutions, transportation solutions, Consulting and providing management solutions as well as integrated solutions that optimize your supply chain.

## INDUSTRY SECTORS

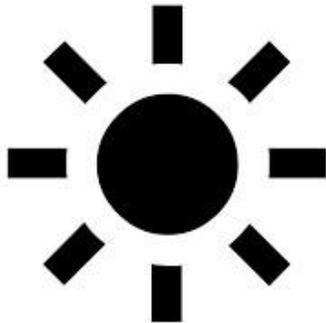
**AUTO-MOBILITY**



**CONSUMER**



**CHEMICALS AND ENERGY  
MANUFACTURING**



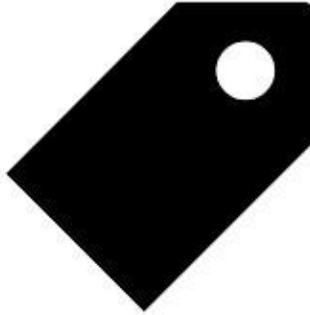
**ENGINEERING AND  
MANUFACTURING**



**LIFE SCIENCES AND HEALTHCARE**



**RETAIL**



**TECHNOLOGY**



## **Regions and sectors**

DHL Supply Chain is organized into six regions: North America, South America, APAC (Asia Pacific), Greater China, MLEMEA (Mainland Europe, Middle East, and Africa), and UK&I (United Kingdom and Ireland). The Exel brand was retained for North America (USA and Canada), with the headquarters for the region in Westerville, Ohio. In 2016, the Exel brand transitioned DHL Supply Chain for the North America region. DHL Supply Chain trades in six focus sectors: AEMCE (Automotive, Engineering, Manufacturing, Chemical and Energy) Consumer, Retail, Technology, Service Logistics, Life Sciences and Healthcare.

## **Consumer and retail**

Consumer and Retail are two of DHL Supply Chain's largest sectors. Both of these offer major growth potential for the division, since DHL manages the supply chains all the way from the source of supply to the end customer. Services in these sectors range from international inbound logistics and warehouse and transport services, to packaging and other value-added services.



## **Technology**

In the Technology sector, DHL Supply Chain's portfolio of offerings ranges from inbound-to-manufacturing services and warehouse and transport services to integrated packaging, returns management and technical services.

## **Life sciences and healthcare**

In 2011, DHL Supply Chain acquired Eurodifarm, a specialist in the controlled-temperature distribution of pharmaceutical and diagnostic products. The purchase was made to strengthen DHL Supply Chain's market leadership in Italy in this sector.

In England, DHL Supply Chain operated the NHS Supply Chain for the National Health Service until April 2019. It has a contract for patient transport services in North London and has been criticised for poor response times to patients wanting to book a service and for refusing disabled people permission to bring an escort. The Royal Free London NHS Foundation Trust oversees the call centre.

## **Automotive**

The Automotive industry is one of DHL Supply Chain's global sectors. The company has a strong presence in emerging markets such as China, India and Brazil.

## **Energy**

The fast-growing Energy sector is another market in which the DHL divisions provide logistics for both the build and run phases of major projects.

## **Environmental record**

DHL has taken measures to control their environmental effect by use of alternative fuel vehicles. DHL changed vehicles in certain delivery fleets in order to use alternative fuels. Certain new vehicles use compressed natural gas, to which DHL hopes to convert 50% of their vehicles in the future.

On 16 September 2005, DHL won a High Court injunction establishing an exclusion zone around each of its 288 buildings in the UK as well as the homes of its 18,000 UK employees. The firm has been the subject of a campaign of intimidation because of their business with Huntingdon Life Sciences. The judge banned protesters from coming within 50 yards (46 m) of any DHL premises or the homes of their employees as well as any organized demonstration within 100 yards (91 m) unless the police had been given four hours' notice. The injunction also protects anyone doing business with DHL from intimidation.

## **Use of electric vehicles**

In December 2014 Deutsche Post DHL purchased the StreetScooter company, a small manufacturer of electric vehicles as part of its long-term goal to reach zero emissions in its delivery operations. By year end 2016, some 2,000 vehicles had been produced. In the future, electric vans with a much greater range will be required to achieve the long-term goal of replacing the entire Deutsche Post and DHL Express fleet of approximately 70,000 vehicles with StreetScooter models.

The Deutsche Post/DHL GoGreen program plans to reduce emissions of greenhouse gases and local air pollutants; the company has four interim goals for doing so, to be achieved by the year 2025. The long-term goal, summarized by Frank Appel, Chief Executive Officer, is more aggressive. "From now until 2050, our mission will be to drive our business toward zero [logistics related] emissions. We are setting the standard for the future of the transport sector and doing our part to help the world community reach its goal of limiting global warming to less than two degrees Celsius." BYD supplies DHL with electric distribution fleet of commercial BYD T3

## **Achievements**

DHL represents the milestone of the international express industry. Founded by three entrepreneurs from California, it set the grounds for building an empire on the concept of urgent international “door-to-door” delivery of documents. Later on, it expanded its services onto parcel transport as well as dutiable shipments. DHL’s strength is the ability to recognize the needs of the market and the expertise to introduce exactly those services that the customers want. This information is proven by the fact that many worldfamous companies that have started their business at the same time as DHL, have remained its customer over the years. Throughout its history, DHL made multiple breakthroughs on the market and acquired a strong reputation among customers. Starting in 1983, this was the first company to introduce a system for tracking shipments, thus enabling its customers to supervise the course of transport and delivery of their goods. A great part of DHL’s positive reputation is based on the fact that it operates in almost all the countries of the world. It has not only served as the sole connection between people in various territories that were at war or have suffered from a natural disaster, but it has also presented the crucial link worldwide.

The DHL global team strive to deliver solutions that match their customers’ needs. Therefore, it makes them very proud to win external awards for their commitment to delivering you expert service wherever you are.

- **19 CS Awards in Americas**
- **17 CS Awards in Asia Pacific excl. China**
- **2 CS Awards in Europe**
- **15 CS Awards in Middle-East North Africa**
- **6 CS Awards in Sub-Saharan Africa**

## **Impact of covid – 19 on DHL**

India announced a total lockdown for 21 days as of 25 March 2020; this impacts all inbound and outbound shipments to/from India. Due to workforce restrictions, there is a significant impact on airport operations, including a high number of freighter cancellations. No airfreight shipments are allowed, except for shipments of essential commodities and goods related to specified services; for these shipments, a green light is mandatory from the destination office to facilitate the cargo movement. Prior to the movement of any cargo, the consignee needs to provide a declaration to DGF (DHL Global Forwarding) India, confirming the goods to be essential goods or goods meant for specified services. Ocean freight shipments will continue to be executed for imports into India, as long as both shipper and consignee have agreed on the movement. Execution of ocean freight export shipments from India is not feasible due to the lockdown situation. (Note: Essential goods include Food, Pharma, Petroleum and its products while specified services include Security, Medical, Banks/ Financial, IT, Telecom).

### **Air Freight**

DHL continues to work closely with its carriers and other partners to identify reliable options to transport shipments using alternative solutions such as charter flights.

### **Ocean Freight**

- Ocean freight carriers are continuing their blanking programs and are cancelling a lot of services at the moment; this is expected to continue for the months to come.
- The carriers are making these service adjustments without the usual notice periods.
- This, in turn, creates equipment imbalances with a massive impact on the empty equipment availability across the world, and especially in Europe.
- The reefer equipment availability in Europe is being harmed significantly by the measure taken on capacity reduction.

Caused by severe equipment imbalances and the significant number of blank sailings, an updated Emergency Cost Recovery Surcharge for all container types and an increased congestion surcharge for reefer equipment is implemented as of 01 April 2020 ETS (Estimated Time of Sailing).

DHL remains fully committed to serving their customers during these difficult times, mitigating the impact of the challenging situation caused by COVID-19, and work with their customers to ensure that their interests are safeguarded to the highest degree.

### **Ground Freight**

All DHL Rail services, including FCL and LCL service from China to Europe (Westbound) and Europe to China (Eastbound), continue normal operations. Pre- and On-carriage services between customer sites and rail terminals for intermodal and/or international road transportation are working as well, due to cross-border controls, lead time delays may be expected in European countries.

### **Customs Brokerage**

Despite COVID-19 related disruptions of international freight operations, the import and export customs declaration processes continue to function without major disruptions in most countries. Many countries have introduced simplifications to eliminate the need for physical examination of goods or documents. However, several countries have introduced restrictions on import of goods or are prioritizing the clearance of certain categories of goods and many countries have introduced new procedures or controls over the import/export of healthcare and personal protection products.

## **Our response to Covid-19**

"Connecting People, Improving Lives" is Deutsche Post DHL Group's mission and guides always our effort to become exemplary corporate citizens.

In this critical global health crisis, our Logistics services and our worldwide network play a critical role, also in saving lives – whether it is by sending emergency medical equipment and supplies to healthcare workers; delivering necessity goods to private customers; or by finding solutions for companies to continue their operations.

Against the backdrop of the global Covid-19 outbreak, Deutsche Post DHL Group business operations are being continuously adapted to mitigate potential impacts. As a globally operating company, epidemic and pandemic risk scenarios are an integral part of the Group's continuous risk planning. The Group follows a holistic management process that enables our business units to ensure the best possible operations for our customers even in an emergency.

The safety of our employees and customers is paramount. In order to closely monitor and manage the Coronavirus outbreak, a Deutsche Post DHL Group Coronavirus task force has been established, led by the Group's CEO. The Group's task force also coordinates with international organizations (such as the WHO, CDC, ECDC and Robert Koch Institute) and provides the necessary information to all employees and relevant operations.

### **The Group's task force**

- meets weekly and updates top management on the evolution of the situation
- ensures that our organizations in all countries we operate follow protocols of official authorities, both international organizations and local country health authority advisories (whichever sets the strictest rule)
- discusses and approves measures as the situation unfolds
- facilitates cross-divisional knowledge and best practice sharing

### **Employees**

Our number one priority is the wellbeing of our employees and customers. We follow all official recommendations, and we are committed to respond to the call for

cohesion and solidarity to prevent the spread of the disease.

Our Group Business Continuity Policy offers global guidelines for our operations in 220 countries. Every day, everywhere, to stop the spread of the disease:

- We promote a "Safety First" approach
- We encourage flexible work arrangements, adapted to different roles
- We have limited global business travel to a minimum
- We postponed all non-business essential events and trainings



In addition, each business unit developed and internally communicated additional measures fitting distinctive country needs or division-specific requirements.

We regularly update our employees via internal media, as well as via our local management teams. We publish updated information as it becomes available to reduce exposure to and transmission of the Coronavirus.

As a globally operating company with approximately 550,000 employees in over 220 countries and territories worldwide, we ensure our country organizations operate in accordance with the protocols of official authorities, both international organizations and local country health authority advisories, whichever sets the strictest rules.

## Operations

- The Group's Coronavirus task force coordinates the implementation of accurate and tailor-made Business Continuity Planning to local conditions, and immediate response and monitoring.
- Each of Deutsche Post DHL Group's divisions manages its operations to ensure, to the extent possible, an uninterrupted service to our customers. All our divisions are mobilizing Business Continuity Plans, including pandemic operating plans, and implementing preventive actions as appropriate.
- Operational updates in specific countries will be communicated on a country-by-country basis and by the respective business unit. In case you need further specific detail about the current operational status in your country or for a specific DHL business unit, please contact your account manager or customer service representative.



## CONCLUSION

Pandemics being unpredictable are a threat to supply chains and companies as no one ever thinks about such unforeseen situations taking the current example of Novel Coronavirus had the companies thought about such trying times before and would have made plans to overcome them we would not have faced such a hard time slogging to be on track. Post-coronavirus, it is clear that a new normal will emerge. Going forward, industries, supply chains and logistics will not be the same post-coronavirus as they were pre-coronavirus. The exact shape of that new normal is uncertain, although its broad outlines are emerging. What is certain, though, is that businesses won't launch abruptly into this new normal as an interim stage, called the 'pre-new normal', bridges the gap between lockdown and the new normal, and is crucial for short- and long-term business success. Forecasting is never an exact science, and not every potential implication may come to pass exactly as expected. Supply chains will have to be re-assessed towards higher resilience, flexibility, and robustness. Innovation and scaling new technologies such as robotics and automation, IOT, and data analytics will be crucial to success. Most of the current pandemic learnings and future implications will lead to a much more important role for supply chain and logistics management.

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# **PROJECT REPORT ON HR POLICIES OF IGNITE SUPER CARS**



Name:- Omnishishankar Mishra

T.Y. BBA

Roll no:- 26

## Company Details

### Company Logo:-



### Company Tag Line:-

Ignite your life, with *IGNITE*

### Company Name:-

**IGNITE SUPER CARS**



*Dafulhu*

## **Products of the Company:-**

Making Super cars is the main focus of

**IGNITE SUPER CARS**

## **Legal Procedures followed while Forming the Company:-**

- + Choosing a unique name for the Company which should be attractive and eye catching.
- + Registering it on the GST Network with the Registrar of the Companies under Companies Act, 1956 or 2013.
- + A location for the company's premises and setup of the factory.
- + Selecting and finalizing the brand name. Meeting the requirements, documents and fulfilment for the Automobile licence in India.



A handwritten signature in blue ink, appearing to read "Dafulku" with a horizontal line underneath.

## Technical staff qualification

### Required:-

- He/she must have passed the higher school certificate i.e 10+2 and must be a graduate holding a B.Tech degree.
- Automotive engineers are involved in the design, manufacture, distribution, marketing, sales and after-sales care of cars (including racing cars), motorbikes and other commercial vehicles. Engineers will work on the aesthetics and technical performance of these vehicles and, increasingly, the electronics and software involved with modern vehicles.
- Achieving chartered (CEng) status with the Engineering Council can help to demonstrate your professionalism and commitment to your field. To become chartered, you will need an accredited bachelors degree in engineering or technology, plus an appropriate masters degree (MEng) or doctorate (EngD) accredited by a professional engineering institution such as the Institution of Mechanical Engineers (IMechE). You will also be eligible with an integrated MSc.



A handwritten signature in purple ink, appearing to read "D. J. ...".

## **Workplace Policies:-**

Some laws require employers to communicate workplace information to employees in writing. In the absence of a specific requirements, employers should also implement policies that communicate company expectations and benefits. While the content of our company's handbook will depend on a number of factors, including the company's size, industry, and location, consider including these key policies.

## **Organisation and workforce of the future in the automotive industry:-**

### **➤ Departure from traditional manufacturing:-**

Today, vehicles are no longer viewed as only being a means for commuting or transporting people and goods. The experience and utility of driving a car is very different from what it was a decade ago. Thanks to new age technologies, customers' expectations have risen high on three counts: a vehicle's performance, its smart and safety features and their experience. In addition, all stakeholders – the customer, government bodies and regulators, and social institutions – are also talking about the environmental impact made by the sector.

### **➤ Shorter cycles of innovation, development and production:-**

The advent of electrified and autonomous vehicles and the emergence of new mobility patterns driven by

connected and shared vehicles, coupled with the regulator pressures, are expected to accelerate the speed of innovation in the automotive industry. The cycle for introducing new models and their variants is also projected to shorten. This will mean revamping the entire operating structure and its interaction with the ecosystem.

➤ **Changing face of service and support ecosystem:-**

The concept of service and support in the automotive industry is likely to take a new meaning altogether. With the advent of EVs and hybrid vehicles (HVs), the downtime for vehicles is likely to reduce drastically. Even the infrastructure and capabilities required to support and service EVs and HVs will be very different from those used today.

➤ **Digital and automation becoming the new normal:-**

To keep in step with developments in the industry, automotive organisations in India are digitising their plants and value chains. This is taking place at a much faster pace today compared to three years ago. The automotive manufacturing setup of the future will bear very little resemblance to the one that exists today.

➤ **Evolution of new jobs and associated skills:-**

For decades, automotive companies in India have had the benefit of operating in an environment that was relatively static and controlled. Therefore, many jobs across OEMs and suppliers have been around for

years on end in their current shape and form. With the impact of disruptive forces becoming more pronounced and automation taking place at a much faster pace, jobs in the sector will witness a sea change.

➤ **Requirement of new skills and capabilities:-**

The megatrends and challenges emerging from these trends are interlinked. The shifts in manufacturing infrastructure, customers' preferences and changes on account of automation will require a workforce with diverse skills and capabilities. Some of these skills that will be critical will be in the field of mechatronics, 3D manufacturing, electrical engineering and electronics. Human workers will also need skills using which they can coexist and work with robots.

➤ **Shift in composition and metrics of workforce:-**

Another major impact of these megatrends that will be felt by automotive companies in the form of changes in the composition of their workforce. Some of this change will also be driven by the fact that many automotive companies have employed people for life and they are reaching a stage wherein they will experience a churn on account of superannuation.

**Key skills for automotive engineers:-**

To become an automotive engineer, you will need:

- effective technical and problem-solving skills
- commercial awareness
- good attention to detail
- creativity
- interpersonal and communication skills
- presentation skills
- analytical skills
- good organisational skills
- the ability to work as part of a team.

## **Conclusion:-**

This is an overview of some commonly used policies and documents. The size of the company, location, and industry may dictate whether you must provide additional information to employees.

When making this determination, consider your business practices as well as all applicable federal, state, and local laws.

- Anti-Harassment
- Discrimination Policy
- Confidentiality Policy
- Employment At-Will Policy

- Ethics and Business in Business Transactions Policy
- Inappropriate Relationships Policy
- Insider Trading Policy
- Open Door Policy
- Official Government Inspections
- Policy and Procedure

## **HR Policies Stated in IGNITE's code of conduct:-**

### ***(a) Strategies for HR to follow:-***

- **Talent differentiation:-** An integral part of the strategy has to be its exclusivity in managing talent. At Alliance, we segment the talent groups across all the entities of our operations. The combination of scientific techniques deployed in talent assessments along with the robustness by a form of cross-entity leadership validation is a real booster in creating a sustainable competitive advantage.
- **Holistic Talent Development:-** Secondly, we have an array of tailor-made development interventions acting as our true differentiator. We have an effective learning framework which gets our talent not just to learn but also to develop by a form of doing, from others and through on the go training.

- **Agile Talent deployment:-** Thirdly, yet another effective element of our strategy is its quotient to forecast and understand the talent demands in an uncertain future environment. The Alliance succession planning model is aligned, authentic and agile as it is built as a joint exercise in partnership with our business leaders at a collective forum.
- **Mobility for all:-** Constructive disruption is not only prevalent in our business model so does it amplify our talent Mobility practices. Presence of multi-layered functional career forums across entities and the Alliance helps us develop a meticulous understanding of the career needs of people.

***(b) How HR can engage salespeople & boost their productivity:-***

- **Create a culture of recognition:-** Rewarding your sales reps with small commissions isn't enough, sometimes people get motivated with just praise or recognition among teams. You can also motivate them by offering a tangible and experience-based incentive. So, respect your sales team, make them involved and organize training to nurture their talents and this will undoubtedly result in higher efficiency.
- **Check in with Your Team:-** Individual check-ins are a grand strategy to chat with your sales reps and help them to know about the hits and misses and how to do course corrections. This is especially important for new reps that have been freshly on board as you can

coach them and having a regular feedback session with teams will also get a good response.

***(c) Ethical Conduct:-***

- Work ethically. Be honest, ethical, and transparent. Follow the policies, and the law.
- Take action. If you see or suspect a violation of the policies, or the law, speak up so that we can address it. Never stay silent about misconduct.
- Ask questions. If you're ever unsure of something, ask for help. Cooperate with investigations. Promptly respond to any requests regarding an investigation and provide complete and accurate information.
- Sometimes the right choice is not always the most obvious one. That's why using good judgment is so important. If you ever find yourself in an ethical dilemma, use the following model to help you determine the best course of action.

***(d) Setting a good example:-***

Managers have an even greater responsibility and are held to a higher standard.

If you supervise others, we expect you to:

- **Lead by example:-** Demonstrate our values through your words and actions and encourage others to follow your lead.
- **Keep an open door:-** Always be available and listen when associates come to you with concerns. Give advice and help them make good decisions.
- **Speak up:-** If you suspect activity that violates the IGNITE Code, policies, or the law, report it. Also, make sure that members of your team know where they can go to report concerns.
- **Prevent retaliation:-** Don't engage in retaliation and protect your team from retaliation by others.
- **Seek assistance:-** Even as a manager, you may face a situation where the right choice isn't clear. If that happens, ask for guidance.

***(e) Harassment and discrimination:-***

All of us have a responsibility to maintain a workplace free of harassment and discrimination. Do your part to create a positive work environment by reporting harassing or discriminatory behaviour or any action that creates an offensive, hostile, or intimidating work environment. Remember that we never tolerate retaliation against anyone who reports a concern or participates in an investigation.

## **Harassment can be:**

- Verbal
- Physical
- Visual And includes things like:- Demeaning jokes, slurs, or name-calling
- Unwelcome touching or sexual advances
- Pushing or shoving
- Offensive cartoons, drawings, pictures, or emails
- Rude or threatening gestures

### ***(f) Human Rights:-***

Everyone deserves to be treated fairly, with respect and dignity. We operate with integrity and conduct business in a way that respects the fundamental human rights of others.

As a company, we're dedicated to ethical labor practices and do not knowingly conduct business with companies that participate in:

- Child labor
- Physical punishment
- Forced or compulsory labor
- Human trafficking

- Unlawful discrimination

You have a responsibility to comply with all applicable employment laws everywhere we conduct business. If you work with third parties, make sure they observe the same standards and report any activity that goes against our commitment to respecting human rights.

### ***(g)Environment Protection:-***

As a company, we work to operate in an environmentally responsible manner and minimize our carbon footprint. We not only comply with environmental laws and regulations – we go further and address sustainability challenges in every part of our business.

We expect you to promote sustainable business practices by:

- Conserving natural resources, whenever possible
- Selecting third parties that share our commitment to the environment
- Identifying and reporting environmental concerns
- Being proactive and looking for ways to improve the efficiency of our operations

# **Basic Human Resource**

## **Issues:-**

Equal Employment Opportunity policies

- Employee classifications
- Workdays, paydays, and pay advances
- Overtime compensation
- Meal periods and break periods
- Payroll deductions
- Vacation policies
- Holidays
- Sick days and personal leave (for bereavement, jury duty, voting, etc.)
- Performance evaluations and salary increases
- Performance improvement
- Termination policies

# **Recruitment and Selection Policy:-**

## **1. Purpose:-**

The purpose of this recruitment and selection policy is to ensure:

- a professional and consistent approach to recruitment and selection;
- adherence *IGNITE's* Equality and Diversity Policy and relevant employment legislation;
- that members of staff are recruited on the basis of their ability; and
- managers are able to attract and recruit high calibre staff.

## **2. Scope:-**

This policy applies to all internal and external applicants for *IGNITE* jobs.

## **3. Policy Statement:-**

3.1:- We want to constantly improve our performance as an organisation. In order to make this a reality, we need to recruit from the widest possible pool of talent.

3.2:- *IGNITE* aims to attract and recruit people with diverse backgrounds, skills and abilities, who will enhance the quality of service and contribute to *IGNITE's* success.

3.3:- *IGNITE* is committed to providing opportunities for development and career progression to current employees. This means that *IGNITE* will normally advertise vacancies both internally and externally. However, in exceptional circumstances and on rare occasions, there may be a strong business case for making appointments without advertising the opportunity.

3.4:- In order to achieve these objectives *IGNITE* will:

- ensure that every director regularly reviews the organisation of their directorate and the job responsibilities and roles of individuals within it.
- This will be completed through the individual performance review process, when a vacancy arises, and at regular resource planning meetings.
- ensure that managers consider the extent to which vacant posts could lend themselves to flexible working (e.g. job sharing) to attract a wider range of candidates.
- endeavour to reach traditionally under-represented groups and ensure that discrimination does not take place at either the attraction or selection stage.

- ensure that, where a vacancy exists, posts are normally advertised externally, unless exceptional circumstances exist.
- ensure that recruitment procedures are regularly updated in line with changes in legislation and best practice.
- ensure that the administration of the selection process is user friendly and carried out to the highest professional standard.

#### ***4. Responsibilities:-***

Managers and the Recruitment and Resourcing Team are responsible for different elements of the recruitment process. The split of roles and responsibilities is detailed in the Best Practice Recruitment Guide for Managers. Please also see Appendix One which sets out the roles and responsibilities of *IGNITE's* Resourcing and Recruitment Team and the role of the Manager.

#### ***5. Identification of a recruitment need:-***

5.1 If an established post becomes vacant or a new position of any nature is proposed, the line manager/hiring manager, should advise Human Resources (HR). Approval for recruitment will be sought from the appropriate Executive

Director, and if applicable, other governance controls will be observed before recruitment commences.

5.2 When approval has been granted, consideration should be given to whether the main accountabilities of the role could be satisfactorily met on a part-time or job-sharing basis.

## ***6. Job description and person specification:-***

6.1 A job description is a key document in the recruitment process and must be finalised prior to taking any further steps in the process. In instances of a new role or material changes to an existing role, HR will support the manager in drafting this document.

6.2 Within the job description, there will be a section dedicated to the person specification, which outlines the essential and desirable criteria (including qualifications, experience, knowledge, skills and expertise required to perform the job). The detail set out in the person specification will provide the criteria against which a candidate can be assessed throughout the recruitment process.

## **Interviews and selection:-**

9.1 Once the candidate has been successfully assessed by the Recruitment Agency (which may include a telephone interview/face-to-face interviews and/or a series of assessment tests), they will be invited to attend an interview with a panel at *IGNITE* as a minimum requirement, and may be required to complete assessments such as case studies, presentations and/or other job-related exercises. There may also be the requirement for candidates to attend a second interview.

9.2 In some instances, it may be necessary for an *IGNITE* representative to meet candidates before a formal interview process. This may be conducted at a candidate's request in order for the individual to find out further information about *IGNITE*. Alternatively, the meeting may be called at *IGNITE's* request in instances where the availability of *IGNITE's* senior managers is such that further screening needs to be undertaken before formal interview. In the latter instance, the representative will be required to make a record of the reason for or against the further progression of the candidate's application.

9.3 The panel will ensure candidates are assessed consistently against the criteria and the reasons for selection and non-selection must be recorded.

### **Complaints:-**

- HR will review any complaints made on the grounds of discrimination.
- Complaints from external candidates will be investigated by the Director of HR and CS or, if more appropriate, a Legal Director and responded to within 14 days. Complaints from internal candidates will normally be processed in the same way.
- Any acts of discrimination and/or abuse of the recruitment process by *IGNITE* employees may be treated as a disciplinary offence, which will be considered under the Disciplinary Procedure and could result in dismissal.
- A candidate complaining of unlawful discrimination in recruitment will have the right to bring an Employment Tribunal claim.

## **Queries:-**

Any queries relating to this policy should be addressed to the Head of Resourcing and Recruitment.

**!!THANK YOU!!**

# PRC Company Pvt Ltd



**Company name:- PRC company**

**Type of business structure:- Sole proprietorship**

**Ownership:- Ram Choudhary**

**Location:- Pune Maharashtra**

**Established in the year 1999**

**Mission:-** To glow up every house

**Products:-** Products are: fan, tube light, iron, electric kettle, led panels, geyser, immersion rod, hand blender, etc.

## **HR policies used by HR in this company**

**HR policies:-** PRC limited supports and protects Human Rights and is guided by fundamental principle of human rights. The HR policies are as follows:-

1. Equal opportunity and non-discrimination:- In PRC's culture all employees including potential candidates do compete in a fair, open and transparent environment. Performance and capability form the sole criteria for selection. There is constant endeavor to ensure there is no discrimination in employees and occupation.



A handwritten signature in blue ink, appearing to read "Dafulhu" with a horizontal line underneath.

Employees wages, hours of work and social benefit are based on local laws and regulations as well as prevailing market standards and practices.

2. Harassment free workplace:- Every employee is treated with respect and provides a work environment free from all forms of harassment whether physical, verbal or psychological. It includes behavior or action directed towards third parties during the course of conducting PRC's business. Every employee has the right to freedom to give their opinion and express their views.

3. Safety and healthy workplace:- PRC specially focuses on women's safety, motherhood and associated special care and assistance, assistance to persons with disability, emergency response and preventive health and safety measures. In the company every employees safety's care is taken.



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4. Prohibits child labour and forced labour:- PRC prohibits child labourers and forced or compulsory labour including bonded labour, slavery and human trafficking and the same is embodied in PRC.

5. Promotion policy:- All the employees are treated and their performance is evaluated on equal basis. There is no biasness in the company. After evaluating the employees performance the employee is promoted. The employee who works hard and gives their best towards company are promoted.

6. Demotion policy:- The employees who don't give their best towards company are transferred to lower status or their responsibility are reduced.

7. Recruitment and selection:- Recruitment means to search for the right candidate. Before selecting any

candidate we first recruit them. The candidate is first searched and then he/she is selected.

8. Training and development:- We first train freshers or experienced employee and tell them about the organization. After training while working the employees skills and knowledge are developed. We give them certain training and motivation sessions which keep them focused towards their goals.

9. Leave and time off benefits :- This policy address our company rules and procedure regarding holiday, vacation, sick leave and other types of time off leave required by law such as voting leave, family leave, domestic violence leave, etc.

10. Time keeping and pay:- This policy inform employees of the method for recording time worked and the importance of accurately recording their time. This

policy let's employee know the frequency of paydays, the method available for receiving pay, and special procedure for when a payday falls on a holiday or when employee is absent from work.

# **\_\_PROJECT ON HR POLICIES OF GLAM FAM COSMETICS\_\_**



**Name: Siddhi Kul**

**T.Y. BBA**

**RollNo. : 58**

**Presented to Priya Barahte Ma**



## Company Details

### COMPANY LOGO:



### COMPANY TAG LINE:-

**Glamour makes us shine and looks fine**

### COMPANY NAME:-

**GLAM FAM COSMETICS**



*Daphne*

**( Glam fam is derived from the word “glamour” and “family” which is concised as “glam fam” which means that we all belong to the same family that is the glamorous family)**

### **Products of the company:-**

**-Makeup and Skincare essentials are the core products of GLAM FAM .**

- ✓ **Legal Procedure and other compliances, which I followed when forming the company.**



A handwritten signature in blue ink, appearing to read "Dafulme".

- 1 Start by choosing a unique name for your company. It should be attractive and eye catching.
- 2 A location for company premises and factory set up should be ready.
- 3 Register on the GST network. You can apply it now. Register your company with the Registrar of Companies under Companies Act, 1956 or 2013.
- 4 Select and finalize the brand name. Meet the requirements, documents and fulfilment for a cosmetic license in India. Compliances are made according to Schedule M-II of Drugs and Cosmetic Act, 1945. (Discussed below)



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## **Technical Staff qualification requirements:**

- **The person should have diploma in pharmacy.**
- **He/she should have passed the higher school certificate (HSC) exam with chemistry subject.**
- **Any other exam recognized as equivalent by the licensing authority, is eligible.**

*We work according to drugs and cosmetic acts and FDA laws of federal food, Drug , and cosmetic act ( FD&C ACT) and the fair packaging and labeling Act (FPLA).*

## **Workplace Policies:**

Some laws require employers to communicate workplace information to employees in writing. In the absence of a specific requirement, employers should also implement policies that communicate company expectations and benefits. While the contents of your company's handbook will depend on a number of factors, including your company's size, industry, and location, consider including these key policies:

1. **At-will employment.** This statement reiterates that either you or the employee can terminate the employment relationship at any time and for any reason, as long as the reason is a lawful one. It is a best practice to prominently display this statement in the beginning of your employee handbook (except in Montana, where at-will employment is not recognized). Reinforce at-will status in your handbook acknowledgment form as well.

2. **Anti-harassment and non-discrimination.** These policies prohibit harassment and discrimination in the workplace. Non-discrimination laws are governed by federal, state and local provisions, so review your applicable law and account for all appropriate protections.
3. **Employment classifications.** It is a best practice to clearly define employment classifications, such as full-time, part-time, exempt or non-exempt since an employee's classification can dictate eligibility for benefits and overtime pay.
4. **Leave and time off benefits.** These policies address a company's rules and procedures regarding holidays, vacation, sick, and other types of time off benefits, or leave required by law (such as voting leave, family leave, and domestic violence leave) or company policy. Check your state and local law to ensure all leave requirements are included in your employee handbook.
5. **Meal and break periods.** A policy on meal and break periods informs employees of the frequency and duration of such breaks as well as any

rules or restrictions related to break periods. Rest periods, lactation breaks, and meal periods must be provided in accordance with federal, state and local laws.

6. **Timekeeping and pay.** A timekeeping policy informs employees of the method for recording time worked and the importance of accurately recording their time. A policy on paydays lets employees know the frequency of paydays, the methods available for receiving pay, and any special procedures for when a payday falls on a holiday or when an employee is absent from work.
  
7. **Safety and health.** Safety policies describe safety and emergency procedures and require employees to report work-related injuries immediately. Additionally, some regulations under the Occupational Safety and Health Act require employers to have specific policies and programs in place if certain workplace hazards exist (such as a hazard communication program if certain chemicals are present in the workplace).

8. **Employee conduct, attendance and punctuality.** Attendance policies make it clear that employees must be ready to work at their scheduled start time each day and provide procedures for informing the company of an unscheduled absence or late arrival. It is also a best practice to have policies on standards of conduct, drug and alcohol abuse, disciplinary action, confidentiality, conflicts of interest, and workplace violence.

### **Forms & Documents:**

Employers must maintain certain records to comply with federal, state, and local laws and to help administer HR policies and practices.

Depending on the nature of the form, these documents should either be retained in the employee's [personnel file](#), or a separate confidential file.

Here are some key forms to consider:

9. **Hiring forms.** There are a variety of forms that can help you identify qualified candidates during the pre-hire process, such as a job application and candidate evaluation form. Once a candidate is hired, you must complete certain new hire paperwork, including a Form W-4

and a Form I-9. Additionally, certain notices must be provided to new hires.

10.     **Receipt of company property.** If you provide employees with equipment, tools, or other company property, use this form to document what was provided to the employee. This can help ensure that all property is returned and accounted for at the time of separation.
  
11.     **Handbook acknowledgments.** When an employee signs this form, he or she acknowledges that they are responsible for reading and complying with all company policies. Obtain signed acknowledgments when you first issue the handbook, at the time of hire for new employees, and whenever you make changes to the handbook.
  
12.     **Leave of absence.** Have employees submit requests for time off or other types of leave in writing. In some cases, the federal government or your state government may provide sample forms, such as those used for Family and Medical Leave Act (FMLA) purposes.

13. **Reasonable accommodation requests.** Federal and some state laws require employers to provide [reasonable accommodations](#) for applicants and employees with disabilities, or sincerely held religious beliefs and practices. While employees aren't required to make reasonable accommodation requests in writing, employers should thoroughly document the request, all communications regarding the request, and the resulting accommodation.
  
14. **Performance and discipline.** Document all performance and disciplinary events, whether positive or negative. This includes annual performance reviews, recognitions received, promotions, and disciplinary action, such as written and oral warnings and performance improvement plans.
  
15. **Business expenses.** If employees travel for work, or incur other [business-related expenses](#), have them maintain an expense log and submit reimbursement requests in writing.

## **Conclusion:**

This is an overview of some commonly used policies and documents.

Your size, location, and industry may dictate whether you must provide additional written information to employees. **When making this**

**determination, consider your business practices as well as all applicable federal, state, and local laws.**

**Anti-Harassment**

**Discrimination Policy**

**Confidentiality Policy**

**Employment At-Will Policy**

**Ethics and Business in Business Transactions Policy**

**Inappropriate Relationships Policy**

**Insider Trading Policy**

**Open Door Policy**

**Official Government Inspections**

**Policy and Procedure**

**BEAUTY CODE OF BUSINESS CONDUCT**

# **H R POLICIES STATED IN GLAM FAM'S CODE OF CONDUCT.**

## **➤ ETHICAL CONDUCT**

As a GLAM FAM associate, you have a responsibility to: Read the policies under Glam fam policies. Review the Glam fam Beauty Code often and use it as a resource to help you make ethical decisions.

Work ethically. Be honest, ethical, and transparent. Follow the Beauty Code, policies, and the law.

Take action. If you see or suspect a violation of the Beauty Code, policies, or the law, speak up so that we can address it. Never stay silent about misconduct.

Ask questions. If you're ever unsure of something, ask for help. Cooperate with investigations. Promptly respond to any requests regarding an investigation and provide complete and accurate information.

How do I know if I'm making the right choice?

Sometimes the right choice is not always the most obvious one. That's why using good judgment is so important. If you ever find yourself in an ethical dilemma, use the following model to help you determine the best course of action.

### ➤ **SETTING A GOOD EXAMPLE**

Managers have an even greater responsibility and are held to a higher standard.

If you supervise others, we expect you to:

**Lead by example.** Demonstrate our values through your words and actions and encourage others to follow your lead.

**Promote an ethical culture.** Review the GLAM FAM Code often and ensure members of your team understand the GLAM FAM Code and policies.

**Keep an open door.** Always be available and listen when associates come to you with concerns. Give advice and help them make good decisions.

**Speak up.** If you suspect activity that violates the GLAM FAM Code, policies, or the law, report it. Also, make sure that members of your team know where they can go to report concerns.

**Prevent retaliation.** Don't engage in retaliation and protect your team from retaliation by others.

**Seek assistance.** Even as a manager, you may face a situation where the right choice isn't clear. If that happens, ask for guidance.

## ➤ **HARASSMENT AND DISCRIMINATION**

Everyone deserves to be treated with dignity and respect.

All of us have a responsibility to maintain a workplace free of harassment and discrimination. Do your part to create a positive work environment by reporting harassing or discriminatory behavior or any action that creates an offensive, hostile, or intimidating work environment. Remember that we never tolerate retaliation against anyone who reports a concern or participates in an investigation.

### **Harassment can be:**

- Verbal
- Physical
- Visual And includes things like:
  - Demeaning jokes, slurs, or name-calling
- Unwelcome touching or sexual advances

- Pushing or shoving
- Offensive cartoons, drawings, pictures, or emails
- Rude or threatening gestures

## ➤ **HEALTH AND SAFETY**

We work to provide a safe and healthy workplace for all of our associates.

Protecting your health and safety is a top priority. That's why we work to ensure we have the best processes in place and why we follow our safety procedures. Contribute to a safe and healthy workplace by doing your job in the safest manner possible. Also, stay alert and report situations that you believe can present a workplace safety risk. Drugs and alcohol Working under the influence of drugs or alcohol can jeopardize the safety of others and affect your judgment. We never allow associates to use or be under the influence of illegal drugs or alcohol at work or while conducting GLAM FAM business. The sale, distribution, and possession of illegal drugs are also prohibited on company property. Don't attempt to work if your judgment is impaired or if you're unable to perform your job safely.

## ➤ **WORKPLACE VIOLENCE**

Threatening, offensive, or intimidating behavior is strictly prohibited at glam fam.

We work to ensure that everyone at GLAM FAM has a safe and secure workplace. Workplace violence is any conduct that's offensive, intimidating, or threatens the safety of an associate or the associate's friends, family, or property.

Examples include:

- Threats directed towards a person, a person's family, or their property
- Harassing phone calls, texts, or online communications
- Surveillance, stalking, or bullying

Keep our workplace safe by watching for and reporting threatening or intimidating behavior. Resolve conflicts calmly. Know that associates are never permitted to bring weapons on GLAM FAM property.

If you see someone on our premises that gives you cause for concern, speak up and report it to your manager.

## ➤ **RECORDKEEPING AND FINANCIAL REPORTING**

The accuracy of our records is essential to our continued success.

Honest and transparent records help us maintain the trust of our guests, third parties, and other stakeholders. All of us have a responsibility to ensure the accuracy of our records and to comply with all of the controls, policies, and procedures we have in place.

Our records can include:

- Travel and expense reports
- Time sheets
- Payroll or tax records
- Invoices
- Performance evaluations

At GLAM FAM, we retain the records we need to meet our tax, legal, compliance, and financial obligations. You have a responsibility to retain records for the length of time specified in our policies and the law. If documents containing confidential information are no longer needed, be sure to securely dispose of them in accordance with our policies. Never

dispose of any records that could be relevant to an investigation or subject to a legal hold.

## HUMAN RIGHTS

We're committed to respecting the human rights of everyone, at every level of our company and every stage of our business.

Everyone deserves to be treated fairly, with respect and dignity. We operate with integrity and conduct business in a way that respects the fundamental human rights of others.

As a company, we're dedicated to ethical labor practices and do not knowingly conduct business with companies that participate in:

- Child labor
- Physical punishment
- Forced or compulsory labor
- Human trafficking
- Unlawful discrimination

You have a responsibility to comply with all applicable employment laws everywhere we conduct business. If you work with third parties, make sure they observe the same standards and report any activity that goes against our commitment to respecting human rights.

## ➤ **ENVIRONMENTAL PROTECTION**

We work to reduce the environmental impact of our operations.

As a company, we work to operate in an environmentally responsible manner and minimize our carbon footprint. We not only comply with environmental laws and regulations – we go further and address sustainability challenges in every part of our business.

We expect you to promote sustainable business practices by:

- Conserving natural resources, whenever possible
- Selecting third parties that share our commitment to the environment
- Identifying and reporting environmental concerns
- Being proactive and looking for ways to improve the efficiency of our operations

*GLAM FAM's Code of Business Conduct that you have just reviewed provides the expectations to do what's right. GLAM FAM works hard to promote open and honest two-way communication and build a culture where associates feel safe to speak up. If you suspect activity that violates our code, policies or the law, please ensure that you follow the steps outlined earlier in the document. By doing so, you help GLAM FAM on our quest to become the most loved and admired beauty destination. Know that by adhering to the GLAM FAM Code of Business Conduct, you preserve the beauty of what we do every day – delighting our guests.*

## **SUBJECTS COVERED BY COMPANY HR POLICIES**

# **BASIC HUMAN RESOURCE ISSUES**

## **Equal Employment Opportunity policies**

- **Employee classifications**
- **Workdays, paydays, and pay advances**
- **Overtime compensation**
- **Meal periods and break periods**
- **Payroll deductions**
- **Vacation policies**
- **Holidays**
- **Sick days and personal leave (for bereavement, jury duty, voting, etc.)**
- **Performance evaluations and salary increases**
- **Performance improvement**
- **Termination policies**

# **RECRUITMENT AND SELECTION POLICY**

## **1. Purpose**

**The purpose of this recruitment and selection policy is to ensure:**

- a professional and consistent approach to recruitment and selection;**
- adherence to Glam Fam’s Equality and Diversity Policy (available on Connect2) and relevant employment legislation;**
- that members of staff are recruited on the basis of their ability; and**
- managers are able to attract and recruit high calibre staff.**

## **2. Scope**

**This policy applies to all internal and external applicants for Glam Fam jobs.**

## **3. Policy Statement**

**3.1 We want to constantly improve our performance as an organisation. In order**

**to make this a reality, we need to recruit from the widest possible pool of talent.**

**3.2 Glam Fam aims to attract and recruit people with diverse backgrounds, skills and abilities, who will enhance the quality of service and contribute to Glam Fam's success.**

**3.3 Glam Fam is committed to providing opportunities for development and career progression to current employees. This means that Glam Fam will normally advertise vacancies both internally and externally. However, in exceptional circumstances and on rare occasions, there may be a strong business case for making appointments without advertising the opportunity.**

**3.4 In order to achieve these objectives Glam Fam will:**

**ensure that every director regularly reviews the organisation of their**

**directorate and the job responsibilities and roles of individuals within it.**

**This will be completed through the individual performance review**

**process, when a vacancy arises, and at regular resource planning**

**meetings;**

**□ ensure that managers consider the extent to which vacant posts could**

**lend themselves to flexible working (e.g. job sharing) to attract a wider**

**range of candidates;**

**□ endeavour to reach traditionally under-represented groups and ensure**

**that discrimination does not take place at either the attraction or**

**selection stage;**

**□ ensure that, where a vacancy exists, posts are normally advertised**

**externally, unless exceptional circumstances exist;**

- ensure that recruitment procedures are regularly updated in line with changes in legislation and best practice;**
- ensure that the administration of the selection process is user friendly and carried out to the highest professional standard.**

#### **4. Responsibilities**

**Managers and the Recruitment and Resourcing Team are responsible for**

**different elements of the recruitment process. The split of roles and**

**responsibilities is detailed in the Best Practice Recruitment Guide for**

**Managers. Please also see Appendix One which sets out the roles and**

**responsibilities of Glam Fam's Resourcing and Recruitment Team and the role of**

**the Manager.**

#### **5. Identification of a Recruitment Need**

**5.1 If an established post becomes vacant or a new position of any nature is**

**proposed, the line manager/hiring manager, should advise Human Resources**

**(HR). Approval for recruitment will be sought from the appropriate Executive**

**Director and, if applicable, other governance controls will be observed before**

**recruitment commences.**

**5.2 When approval has been granted, consideration should be given to whether**

**the main accountabilities of the role could be satisfactorily met on a part-time**

**or job-sharing basis.**

## **6. Job Description and Person Specification**

**6.1 A job description is a key document in the recruitment process and must be**

**finalised prior to taking any further steps in the process. In instances of a new**

**role or material changes to an existing role, HR will support the manager in**

**drafting this document.**

**6.2 Within the job description, there will be a section dedicated to the person**

**specification, which outlines the essential and desirable criteria (including qualifications, experience, knowledge, skills and expertise required to perform the job). The detail set out in the person specification will provide the criteria against which a candidate can be assessed throughout the recruitment process.**

## **INTERVIEWS AND SELECTION**

**9.1 Once the candidate has been successfully assessed by the Recruitment**

**Agency (which may include a telephone interview/face-to-face interviews**

**and/or a series of assessment tests), they will be invited to attend an**

**interview with a panel at Glam Fam as a minimum requirement, and may be**

**required to complete assessments such as case studies, presentations**

**and/or other job-related exercises. There may also be the requirement for**

**candidates to attend a second interview.**

**9.2 In some instances, it may be necessary for a Glam Fam representative to meet**

**candidates before a formal interview process. This may be conducted at a**

**candidate's request in order for the individual to find out further information**

**about Glam Fam. Alternatively, the meeting may be called at Glam Fam's request**

**in instances where the availability of Glam Fam's senior managers is such that**

**further screening needs to be undertaken before formal interview. In the**

**latter instance, the representative will be required to make a record of the**

**reason for or against the further progression of the candidate's application.**

**9.3 The panel will ensure candidates are assessed consistently against the**

**criteria and the reasons for selection and non-selection must be recorded.**

## **COMPLAINTS**

**HR will review any complaints made on the grounds of discrimination.**

**Complaints from external candidates will be investigated by the Director of**

**HR and CS or, if more appropriate, a Legal Director and responded to**

**within 14 days. Complaints from internal candidates will normally be**

**processed in the same way.**

**13.3 Any acts of discrimination and/or abuse of the recruitment process by**

**Glam Fam employees may be treated as a disciplinary offence, which will be**

**considered under the Disciplinary Procedure and could result in dismissal.**

**13.4 A candidate complaining of unlawful discrimination in recruitment will have**

**the right to bring an Employment Tribunal claim.**

## **QUERIES**

**Any queries relating to this policy should be addressed to the Head of Resourcing and Recruitment.**

**THANK YOU**

**SURYADATTA COLLEGE OF MANAGEMENT INFORMATION RESEARCH &  
TECHNOLOGY**

**Project Report**

**On**

**“FAST FOOD RESTAURANT MANAGEMENT SYSTEM”**

**Submitted**

**In**

**Savitribai Phule Pune University, Pune**



**2020**

**In Partial Fulfillment of the Requirements**

**For The Degree Of**

**Bachelor of Computer Application**

**GUIDED BY**

Mr. Dipak Singh

**SUBMITTED BY**

Aniket S. Erande

Raj R. Sen

## **ACKNOWLEDGEMENT**

We, the student of Suryadatta college of management information research & technology, Studying in FINAL YEAR OF B.C.A., feel full satisfaction and pleasure to present the project report on.

### **“Fast Food RESTAURANT MANAGEMENT SYSTEM”**

I express thanks and gratitude to Almighty God, my parents and other family members and friends without whose unsustained support.

I wish to place on my record my deep sense of gratitude to my project guide, **Mr. Dipak Singh** for their constant motivation and valuable help through the project work. We express our gratitude to principal of **Suryadatta Group of Institute** for his valuable suggestions and advices throughout the **BCA** course. We also extend my thanks to other faculties for their cooperation during my course.

Finally I would like to thank my friends for their co-operation to complete this project.

Thanking you,

Aniket S Erande

Raj R Sen



A handwritten signature in blue ink, appearing to read "Dipak Singh".

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# INTRODUCTION

## INTRODUCTION

"Online Restaurant Management System" is a web application. This system is developed to automate day to day activity of a restaurant. Restaurant is a kind of business that serves people all over world with ready made food. This system is developed to provide service facility to restaurant and also to the customer. This restaurant management system can be used by employees in a restaurant to handle the clients, their orders and can help them easily find free tables or place orders. The services that are provided is food ordering and reservation table management by the customer through the system online, customer information management and waiter information management, menu information management and report. The restaurant menu is organized by categories (appetizers, soups, salads, entrees, sides and drinks) of menu items. Main objective build the system this is to provide ordering and reservation service by online to the customer. Each menu item has a name, price and associated recipe. A recipe for a menu item has a chef, preparation instruction sand associated ingredients. With this system online, ordering and reservation management will become easier and systematic to replace traditional system where are still using paper. To resister a meal online, the customer has to become a member first then he can access the later part of the site. this project to facilitate customer for make online ordering and reservation. The option of becoming member was only an attempt to avoid (to some extent) placing the fake bookings.

Online Restaurant management system is the system for manage the restaurant business. After successful login the customer can access the menu page with the items listed according to the desired time. The main point of developing this system is to help restaurant administrator manage the restaurant business and help customer for online ordering and reserve table. In proposed system user can search for a menu according to his choice i.e. according to price range and category of food and later he can order a meal.

The project is developing because; many restaurants have a lot difficult to manage the business such as customer ordering and reservation table. If the customer book an order and later wants to cancel the order, he is permitted to do this only within a specific time period. By using manual customer ordering is difficult to waiter keep the correct customer information and maybe loss the customer information. The customer is also given with the facility to view the status of the order and if the order is ready then he can go and get it.

So, online restaurant management system will develop to help the restaurant administrator to manage restaurant management and for customer make their online ordering and reservation table. At Management side, initially the staff member has to login, and according to his designation the privileges are set. Other than that, this project is to upgrade the manual system and make the business easily to access and systematic. If the staff member is a cook, then he is allowed to edit only the order items status, indicating which menu items he has prepare.



# SYNOPSIS

## **EXISTING SYSTEM:**

The current system is paper based. Papers are used in restaurants for displaying the traditional menu cards, writing down the orders of customers, storing the records of customers. The disadvantages of paper based system are that papers can get easily damaged by stain marks; they can be lost due to fire or accidents or can get lost in general. Hence, time and money is wasted. As traditional menu cards are paper based, any changes that need to be made in the menu will require reprinting of the entire menu card, leading to wastage. For small changes, reprinting the entire menu card is impossible. Changes in the menu card cannot be made dynamically. It is inefficient to access a particular record from the stack of papers. This system is time consuming. One has to call a waiter number of times till he notices it, and wait for him to arrive at their table to take their order. Also the waiter can misinterpret the customer's order since he is writing the order on paper, and the case of serving a wrong dish is possible. For placing any orders customers have to visit hotels or restaurants to know about food items and then place order and pay. In this method time and manual work is required. While placing an order over the phone, customer lacks the physical copy of the menu item, lack of visual confirmation that the order was placed correctly. Every restaurant needs certain employees to take the order over phone or in person, to offer a rich dining experience and process the payment. In today's market, labour rates are increasing day by day making it difficult to find employees when needed.

## **PROPOSED SYSTEM:**

There are lots of advantages of having quality restaurant management software. What it does is basically decreases the amount of work you have to do usually. Most of the restaurants these days deal larger amounts of cash along with credit cards being swiped, not to forget online orders which make it quite difficult to keep up with everything. This is when restaurant management software becomes important. In our app first customer will create his account after that select the item which he want to order then select the payment gateway and then process through his order. On the other hand there would be an administrator who would add delete the items from the menu list.

## **ADVANTAGES:**

1. This will minimize the number of employees at the back of the counter.
2. The system will help to reduce the cost of labour.
3. The system will be less probable to make mistake, since it's a machine.
4. This will avoid long queues at the counter due to the speed of execution and number of optimum screens to accommodate the maximum throughput.

## **DISADVANTAGES:**

1. Status and feedback of order is not obtained.
2. System may not work properly if tablet/Smartphone suffer a defect
3. Also may become a drawback if end users are not able to use the tablet/Smartphone devices.

## **FUTURE SCOPE OF SYSTEM:**

1. The food ordering process easier for customers as well as for restaurant owners.
2. Easy order management.
3. Less processing time means less waiting time for food orders.
4. Live order tracking.
5. It is very easy to customize the food order.



**SYSTEM  
ENVIRONMENT**

## SYSTEM ENVIRONMENT:

### Hardware & Software configuration

#### 3.1 Hardware configuration

PROCESSOR - PENTIUM(R) DUAL CORE CPU

HDD - 10 GB

RAM - 512 MB

MONITOR - DIGITAL

#### 3.1 Software configuration

OPERATING SYSTEM - WINDOWS XP, 7, 8, 8.1

FRONT END TOOL - Visual Basic 6.0

BACK END TOOL - Microsoft access 2005



**SYSTEM ANALYSIS**

## **SYSTEM ANALYSIS:**

Software is always part of large system (or business), work begins by establishing requirements for all system elements and then allocating some subset of these requirements to software. This system view is essential when software interface with other elements such as hardware, people and database. System engineering and analysis encompasses with requirement gathering at the system level with a small amount of the top level analysis and design. Information engineering encompasses requirement gathering at the strategic business level and at the business Level and at the business area level.

System study is the most important stage of software development life cycle while attempting to convert the manual process to computerized process. System study can be carefully defined as “a study of the operations or a set of connected elements and of the inner-connection between these elements”.

The process of building a system has been always complex. In recent years however the system becoming larger and costly, the complexities have multiplied. So the need for better methods for developing system is widely recognized. An applied model of the system should meet a few basic requirements.

- The model should utilize established methods and techniques, for example concepts such as database design and structured programming,
- The model should be structured and should cover the entire system development process from feasibility study to programming.
- The model should consist of “building blocks” which will define task result and interfaces. The model should separate the logical system from the physical system (the system to be implemented).
- Documentation should be a direct result of the development work and should be concise, precise and as non-redundant as possible.
- Based on the above requirements of the system model, system study was done. The study covered the overall functionality of the existing system was done by interviewing the personal involved and questionnaires distributed to them were processed and studied sample document were collected as they would be of use during the design and implementation phases based on the results of system study the requirements model was developed.

## **Requirement Analysis**

User any system when supposed to be developed it is essential that the designer follows the step of software development life cycle (SDLC).

SDLC consists of various integrated steps at all level of soft ware development period.

SRS (System Requirement Analysis) is the first technical step in SDLC.

## **Requirement**

- User friendly
- All relevant information should be displayed on the screen.
- Should have good help supporting system.
- Easy access to detail like of employee, details etc.
- Valuable statistical information should be available.
- Timely reports should be generated
- Minimum mouse usage and maximum keyboard should be facilitated.

## **System Requirement**

System and utility department of Mehta group requires a complete solution to computerize their product functionality

For this they want to maintain all the details of the product coming for processing.

## **Functional Requirement**

Functional requirements mean the process to be performed by the system to achieve the desire output.

Outputs drive the input flow through the system Invalid input should be avoided and appropriate messages are to be displayed.

The data should have an easy and smooth flow through the system and the integrity of the data should be maintained.

## **Design Constraints**

These are the factor present in the client's environment that may restrict the choices of a designer. Such factors include standards that must followed, resources limits, operating environment, reliability and security.

The reliability of the project depicts the extent to which it does not fail. The software should be bug free. Security is must whenever a large database is involved. Some situation should be handled carefully. Simplified design of the software should be the prime goal.

- The design should be easy to understand.
- It should be stable.
- It should be flexible in nature.

## **Performance Requirements**

This part of SRS specifies the performance constraint on the software system. There are two types of requirement, they are:

### **1: Static requirement:**

Static requirement are those that do not impose constraints on the execution of the software but on the capacity requirement of the system. This software is to be easy to handle several file and normal sized databases.

### **2: Dynamic requirement:**

Dynamic requirements are those they specify constraints on the execution of the system. These include the response time should be very minimum in order that the throughput is high.

- Faster processing speed.
- Should support multi-user.
- High degree of accuracy.
- Very little response time.

### **External Interface Requirement**

This refers to the screen design that the user interface. The screen layout should be attractive with the various controls well spaced and compact. Standards pertaining should be simple and attractive having catchy layouts and screen design.

### **Coding Specification**

- In maintenance and creation there should be options for create, Change and display in the create phase, a new entry is to be added to the databases. Each and every entry created should be distinct from the other. During the change phase, one has to select the key field for which changes are desired and then edit the required detail. Once the

changes are incorporated, it will be update in the respective tales on saving information. During the display phase one has to select the key field for which the information is to be displays. No modification is to be allowed in this phase.

- It should be simple and understandable.
- Use of modules and functions should be done.

## **Scope of the System**

### **Reason for developing the system**

- This software is very fast and user friendly which allows the flow of information from one point to another as required by the end-user for its faster access. The user can understand each and every thing very easily and require minimum effort as minimum typing is done and maximum clicking is used as each and every thing is displayed on the screen in the form of icons and the user has to just click the mouse to select it.
- The software satisfies each and every requirement of the person working with this software. Even the layman can very easily use software as it is very to understand and provide very good help facility which given each and every specification of each and every point.

## **Objective:-**

The requirement analysis of the system being provided previously. It stated that the developing system should be having the following characteristics.

- To develop a user friendly system
- To develop system which is compatible with other system in the company?
- To develop an easily maintains all the information about the work done daily by all the employees as per their department?
- To generate report that related with each department related for the management

As far as the functional requirement are connected the problems is to maintain the record being served at the company and the transaction (Salary processing and QI checking) being done on them. All record of the company being created is stored in

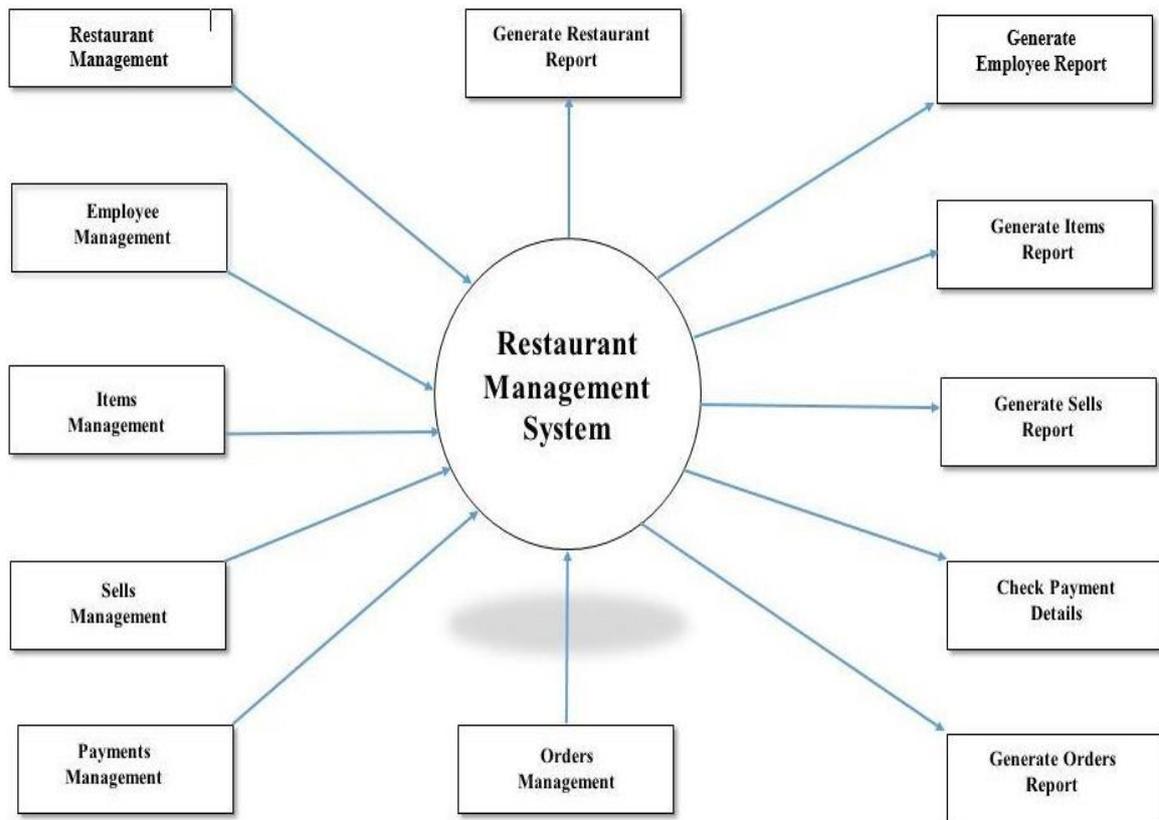
the database and can be fetched from there when even required. It should be easy to get required information of the employee, customer or material from any form of the software whenever required.

All the required of the company are to be catered to the system developed should be user-friendly as possible. All through the developing process, the environment in which the software is to be implemented should be kept in mind. The required performance features are to be maintained and the interface should be appearing and attractive. It should be taken care that the system developed does not violate the existing functional flow at any cost. The developed should be fast in execution which calls for effective code optimization.

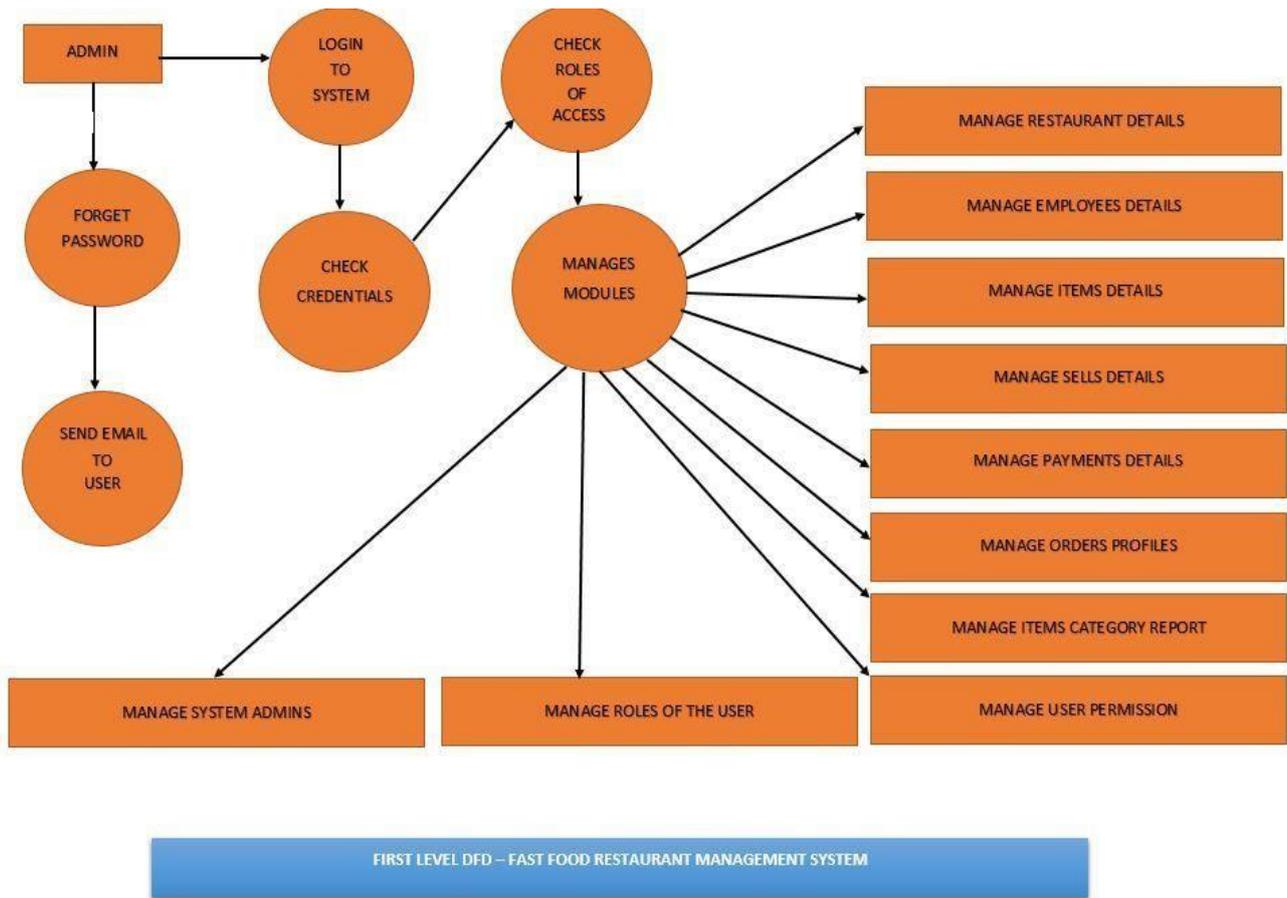


**SYSTEM DESIGN**

## Data Flow Diagram



Context Level Data Flow Diagram



**Level Data Flow Diagram 1.0**



**DATA DICTIONARY**

**Database of Fast Food Restaurant Management System****Table Name:-Restaurant**

Sr.NO	Attribute	Type	Size	Constraint
1	Name	Varchar2()	20	
2	Contact_no	varchar2()	10	Not_null
3	Address	Number	20	

**Table Name:- Customer****Description:-**Details of customer.

Sr.No	Attribute	Type	Size	Constraint
1	Customer_Id	Varchar2()	20	Primary_key
2	Customer_name	Varchar2()	20	Not_null
3	Customer_address	Varchar2()	30	
4	Mobile_no	Number	15	

**Table Name:-Item****Description:-**Details of all Items.

Sr.No	Attribute	Type	Size	Constraint
1	Item_no	Number	5	Primary key
2	Item_name	Varchar2()	20	
3	Price	Number	10	
4	Description	Varchar2()	20	
5	Quantity	Number		

**Table Name:-Cashier****Description:-**Details of the Cashier.

Sr.no	Attribute	Type	Size	Constraint
1	Id_no	Number	10	Primary_key
2	Cashier_name	Varchar2()	<b>20</b>	

**Table name:-Bill****Description:-**Details of bill generated.

Sr.no	Attribute	Type	Size	Constraint
1	Bill_number	Number	10	Primary_key
2	Price	Number	10	
3	Other_details	Varchar2()	20	

**Table name:-Waiter****Description:-**Details of Waiter.

Sr.no	Attribute	Type	Size	Constraint
1	Waiter_id	Number	10	Primary_key
2	Waiter_name	Varchar2()	20	

**Table name:-Manager****Description:-**Details of Manager.

Sr.no	Attribute	Type	Size	Constraint
1	Manager_name	Varchar2()	20	
2	Contact_no	Number	10	
3	Manager_id	Number	10	Primary key

**Table name:-Order****Description:-**Customer Orders Items.

Sr.No	Attribute	Type	Size	Constraint
1	Order_id	Number	10	Primary_key
2	Order_name	Varchar2()	10	
3	No_Item	Number		

**Table name:-Cheff****Description:-** Details of Cheff.

Sr.No	Attribute	Type	Size	Constraint	Description
1	Cheff_id	Number	10	Primary_key	Cheff Id
2	Cheff_name	Varchar2()	10		Name of the Cheff

**SYSTEM TESTING**

**&**

**IMPLEMENTATION**

## **SYSTEM TESTING & IMPLEMENTATION**

System testing is a critical element of software quality assurance and represents the ultimate review of specification, design and coding.

The increasing visibility of software as a system and the attendant “costs” associated with a software failure forces for well planned, through testing. It is not unusual for a development organization to expand between 30 and 40 percent of total project effort on testing. In the extreme, testing of human-rated software can cost three as much as all other software engineering activities combined.

### **White box testing:**

White box testing sometimes called glass-box testing, is a test case design method that the use the control structure of the procedural design to derive test cases. Using white-box testing methods, the software engineer can derive text cases that

- I. Guarantee that all independent paths within a module have been exercised at least once.
- II. Exercise all logical decisions on their true and false sides.
- III. Exercise all loops at their boundaries within their operational bounds.
- IV. Exercise internal data structures to assure their validity.

### **Black box testing:**

Black box testing focuses on the functional requirement of the software. That is, black box testing enables the software engineer to derive sets of input conditions that will fully exercise all functional requirements for a program Black box Testing is not an alternative to white box testing techniques. Rather it is complementary approach that is likely to uncover a different class of errors than white-box methods.

Black Box Testing attempts to find errors in the following categories:

- I. Incorrect or missing functions
- II. Interface error
- III. Error in data structures or external database access
- IV. Performances errors and
- V. Initialization and terminating errors

## **Debugging**

Debugging occur as a consequence of successful testing. That is when a test uncovers an errors, Debugging is the process that result in the removal of the error. Although Debugging can and should be an orderly process, it is still very much an art. A softwaree engineer, evaluation the result of test is often confronted with a”symptomatic” indication of a softwaree problem. That is, the external manifestation of the error and the internal cause of the error may have no obvious relationship to one another. The poorly understood mental process that connect a symptom to a cause is debugging. Debugging is not testing but if always occurs as a consequence of testing.

## **Documentation**

Documentation is the only source which talks about the features and functionalities of the development system and thus helps to manage the system complexity. It also supports the maintenance system.

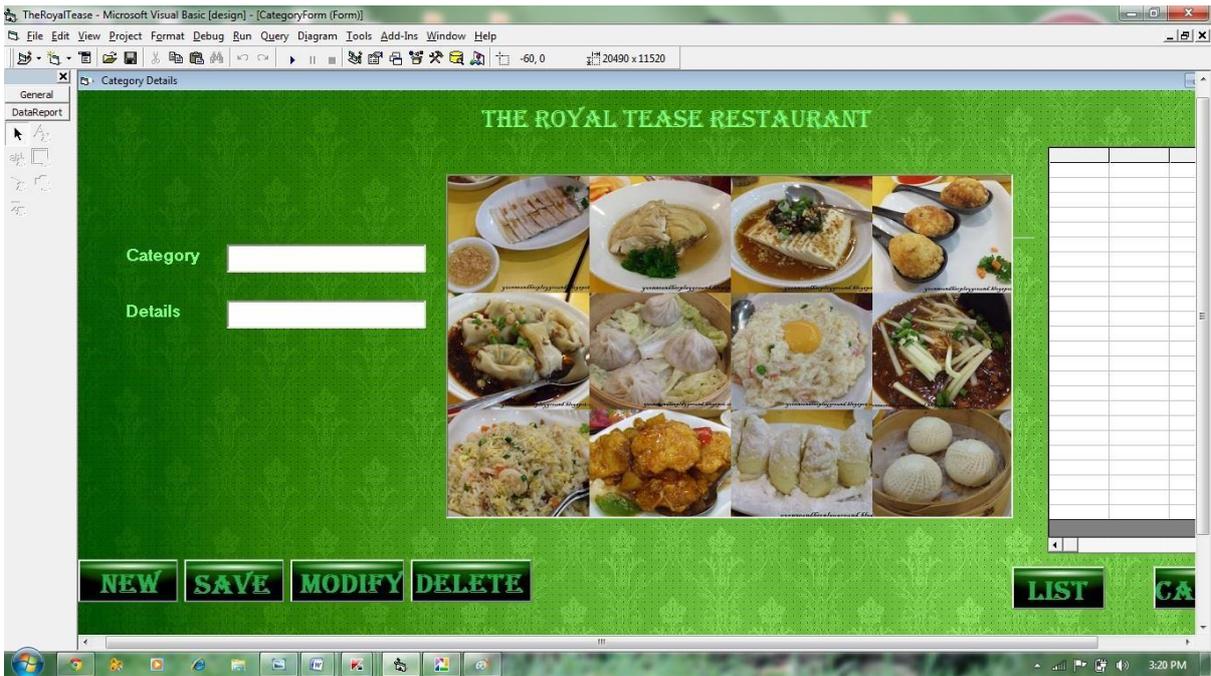
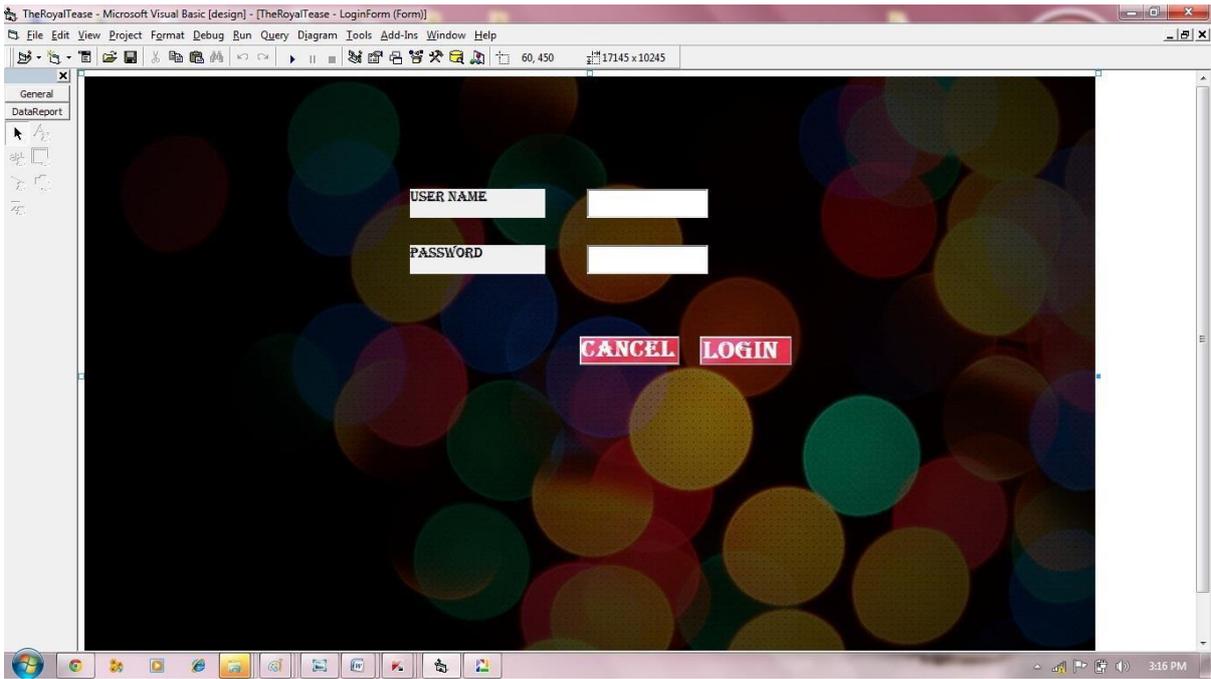
Documentation includes simple sentences that describe the overall process goal. Thus each module contains,

- Purpose of the module.
- Calling programs.
- Function its calls.
- Database involved.
- Master tables and transaction.
- Reports and screen Formats.
- Pseudo Codes.
- User manual.

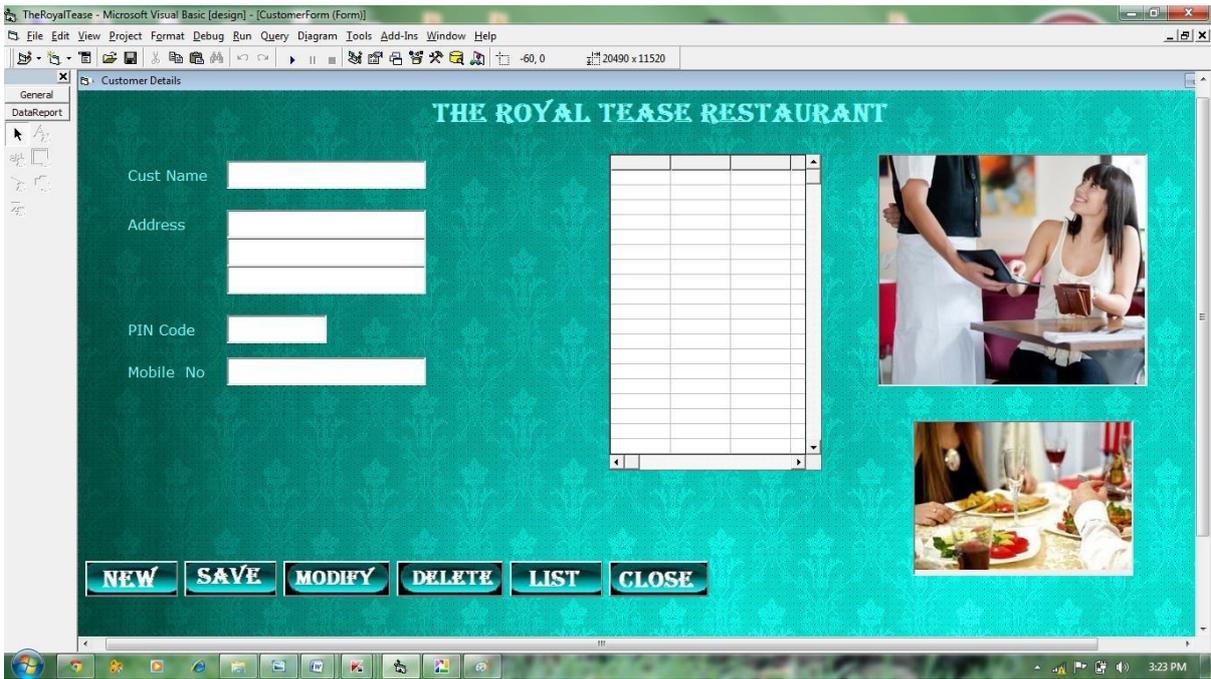


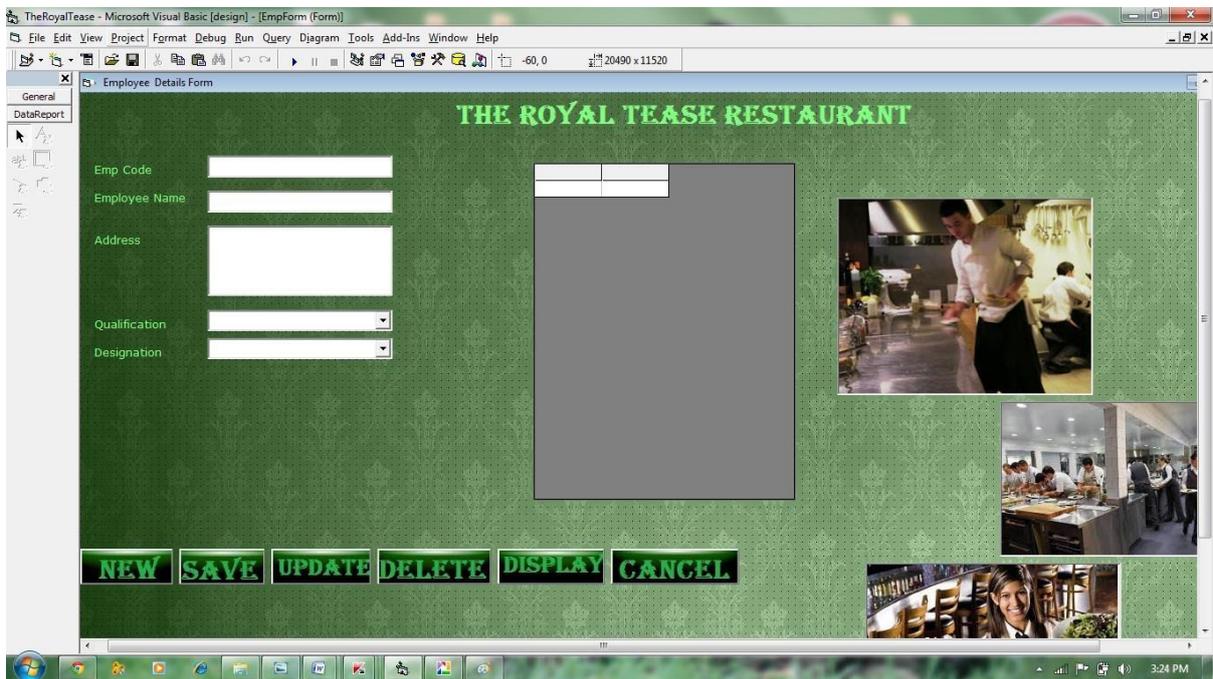
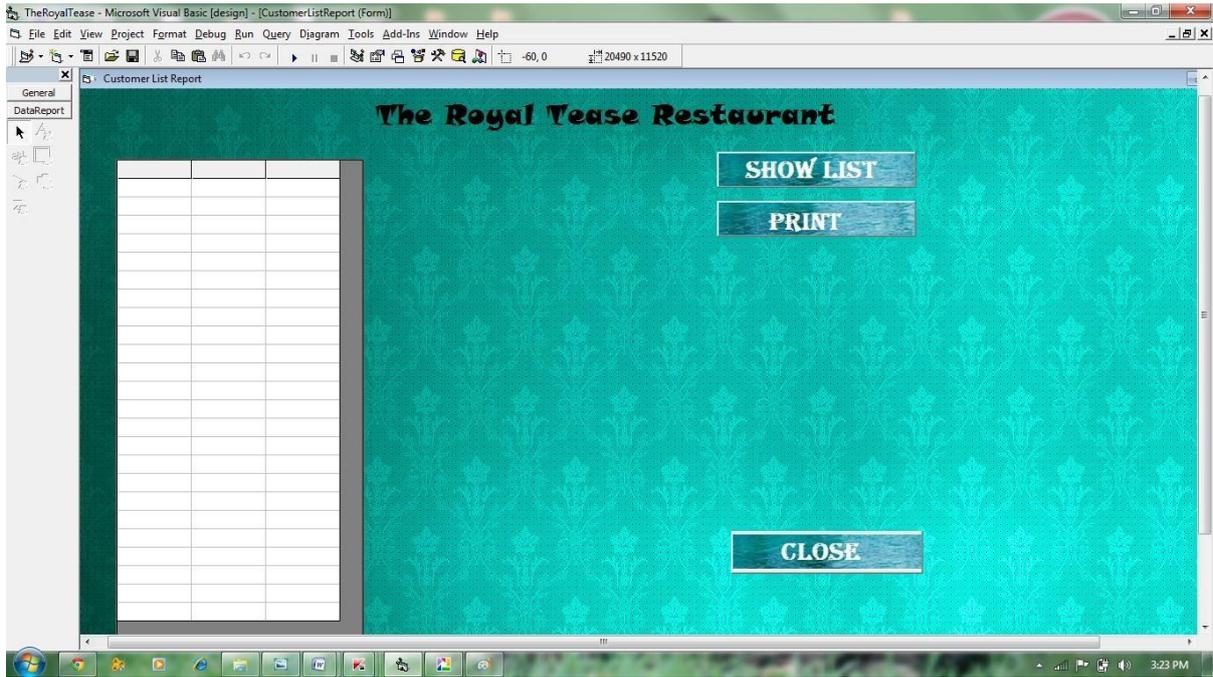
**SCREEN LAYOUTS  
&  
REPORTS**

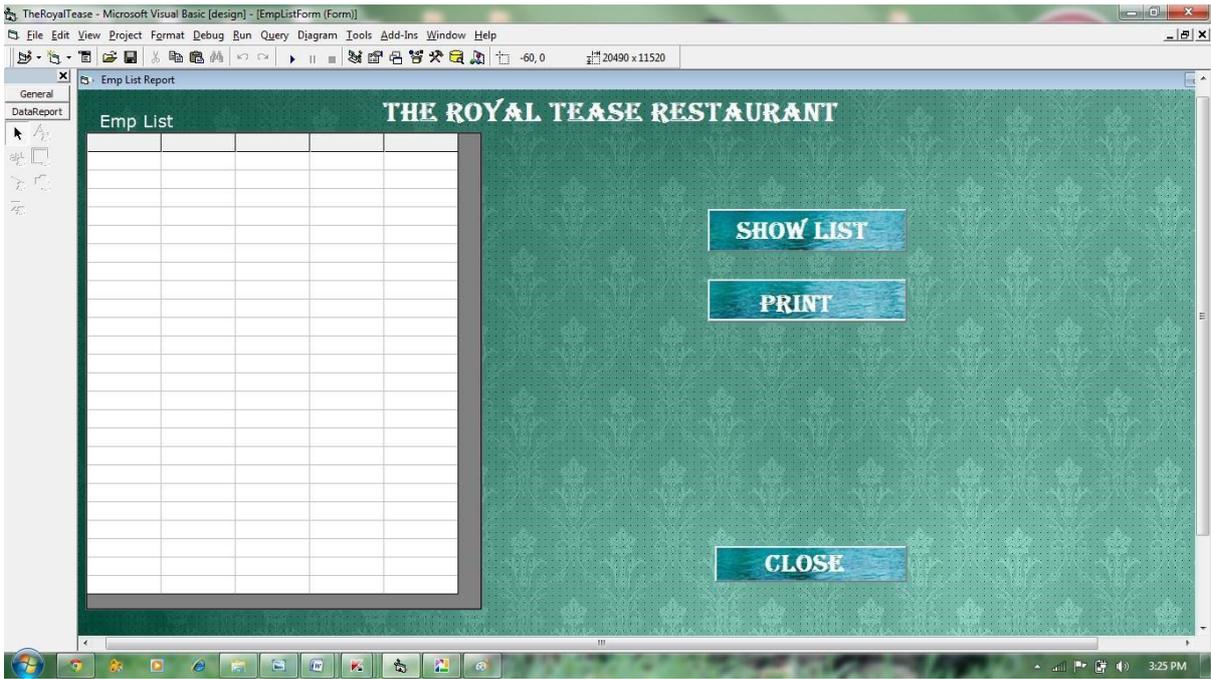
# FAST FOOD RESTAURANT MANAGEMENT SYSTEM

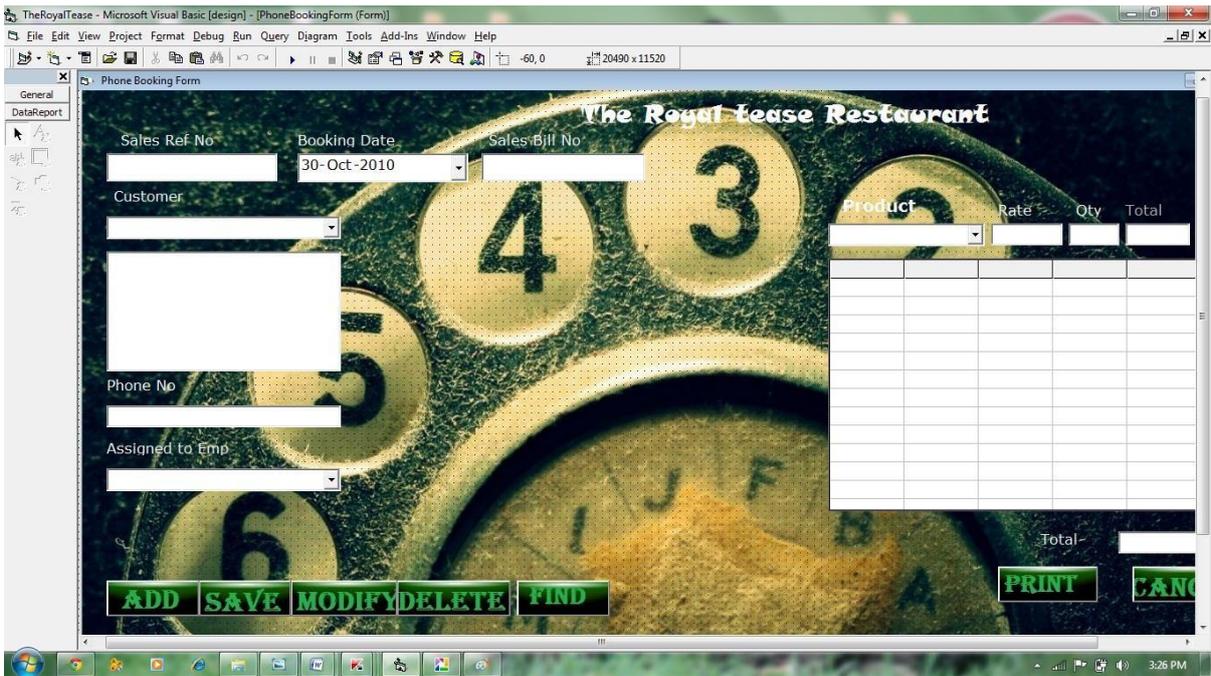


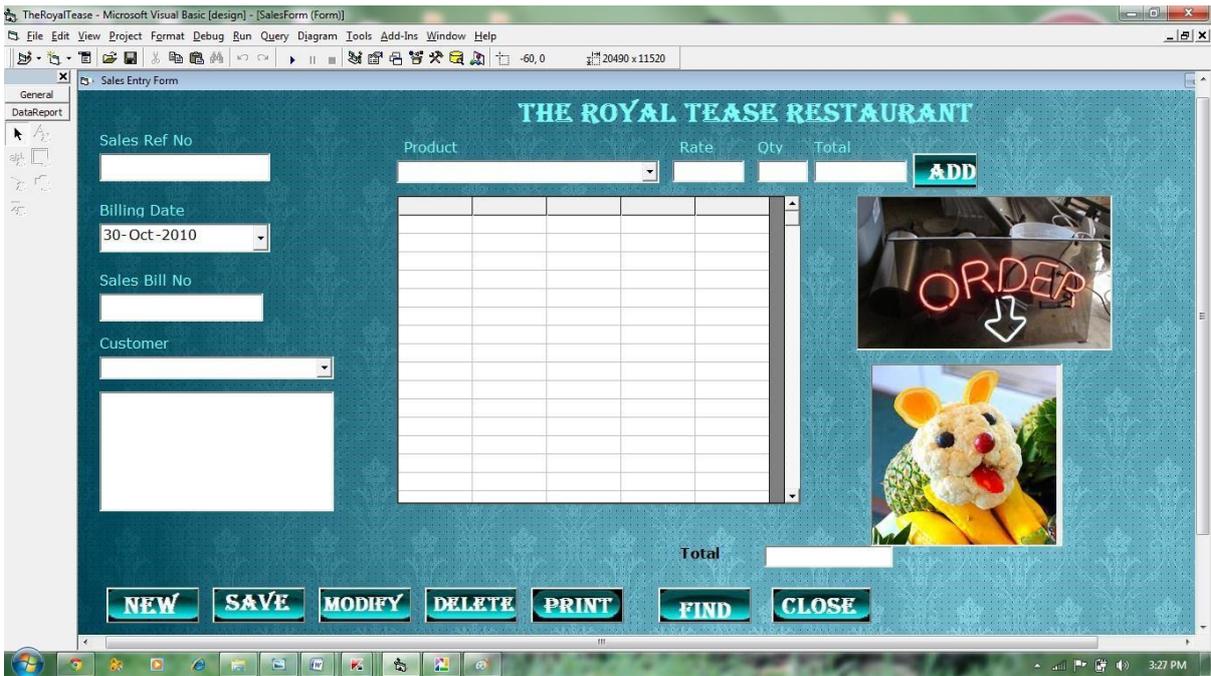
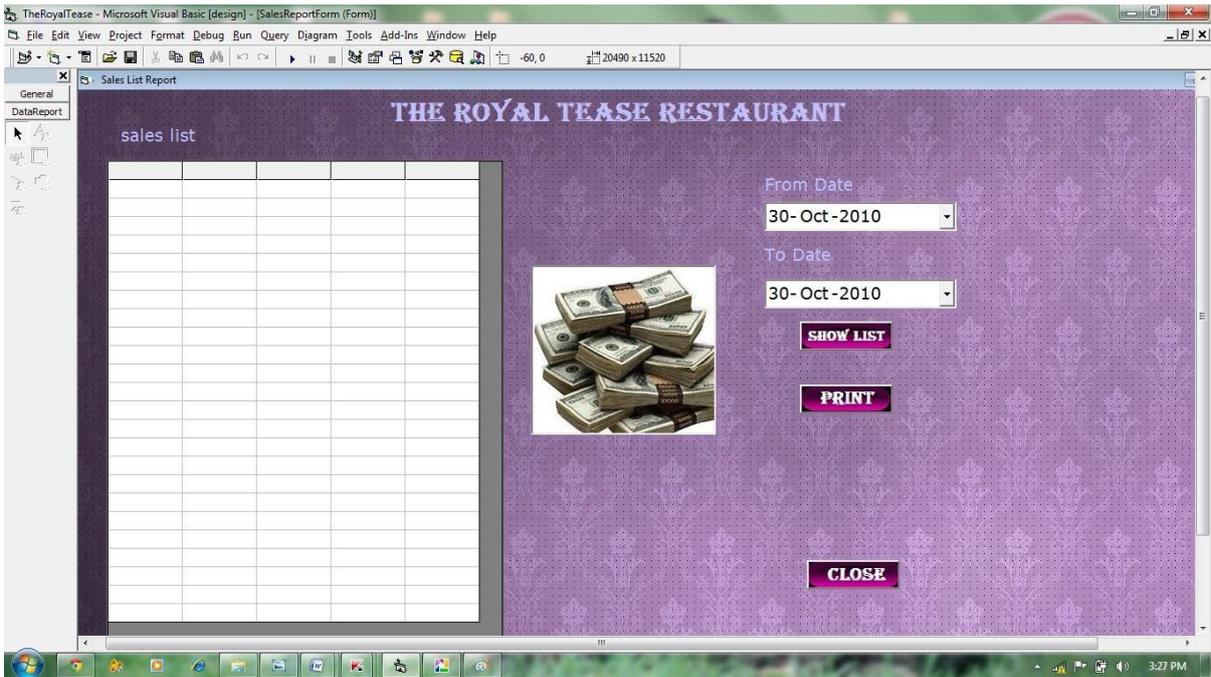
# FAST FOOD RESTAURANT MANAGEMENT SYSTEM











Stock Report Print														
Report Header (Section4)														
Page Header (Section2)														
<b>THE ROYAL TEASE RESTAURANT</b>														
No. 826, 9th Main, MG Road, Bangalore - 560009														
Customer List														
Name			Address						Phone No					
Detail (Section1)														
CustName			Add1			Add2			Add2			PhoneNo		
Page Footer (Section3)														
Report Footer (Section5)														

Emp List Print														
Report Header (Section4)														
Page Header (Section2)														
<b>THE ROYAL TEASE RESTAURANT</b>														
No. 826, 9th Main, MG Road, Bangalore - 560009														
Emp List Report														
Emp Code		Name		Address				Qualification				Designati		
Detail (Section1)														
EmpCode		EmpName		Address				Qualificatio		Designatio				
Page Footer (Section3)														
Report Footer (Section5)														

Sales Bill Print																
Report Header (Section4)																
Page Header (Section2)																
0	<b>THE ROYAL TEASE RESTAURANT</b>															
1	No. 826, 9th Main, MG Road, Bangalore - 560104															
2																
3	To															
4	To											Bill			Bill No	
5	To											Date			Date	
6																
7	SINo	Product Name				Rate			Qty	Total						
Detail (Section1)																
0	SINo	ProdCode			Price			Qty	TotAmt							
1																
Page Footer (Section3)																
0											Total					Total
1																
2	Thank you for yor purchase. Come again															
Report Footer (Section5)																

Stock Report Print															
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Report Header (Section4)															
Page Header (Section2)															
0	<b>THE ROYAL TEASE RESTAURANT</b>														
1	No. 826, 9th Main, MG Road, Bangalore - 560104														
2	Sales Report														
3															
4	RefNo	Date	Bill No	Party Name	Amount										
Detail (Section1)															
0	TranNo	TranDate	BillNo	cName	totAmt										
1															
Page Footer (Section3)															
0															
Report Footer (Section5)															
0															



**CONCLUSION**

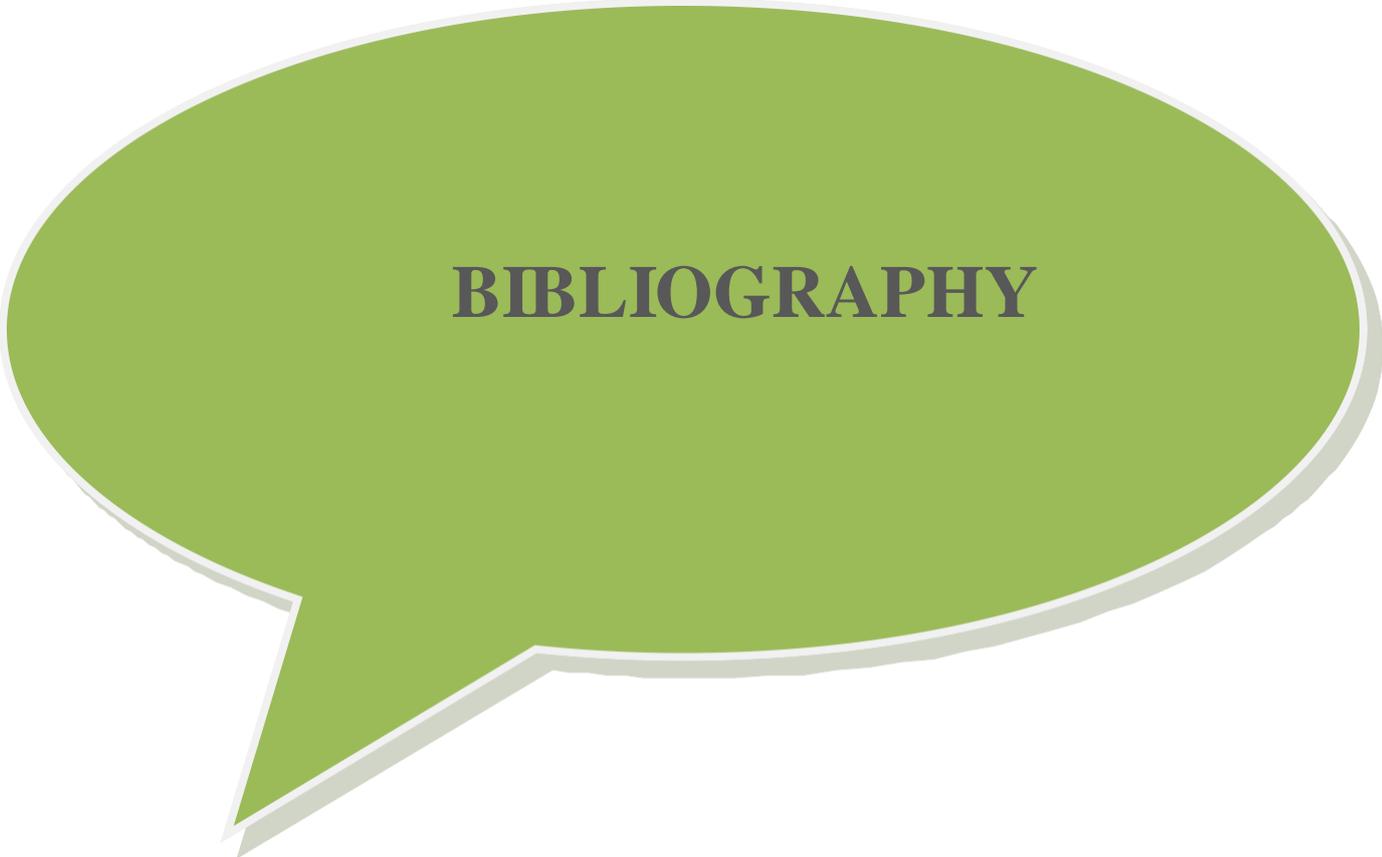
## **CONCLUSION:**

“RESTAURANT MANAGEMENT SYSTEM” is an application where the user can learn it very fast as the designed as been created using Photoshop Software. It saves time, money as well as man power.

Restaurant Management System has been for their effective use. In this application automatically price calculation is available.

The system user friendly and self-explanatory with help screens and messages.

Because of the constraint of time and despite great efforts, there are some imperfections. However, a considerate effort has been taken to make this system as successful as possible. The system is far superiour and sophisticated then the manual system.



# **BIBLIOGRAPHY**

**Bibliography:**

The following are the references used

Visual Basic 6.0 programming Black Book

STEVEN HOLZNER

Relation Database Management System

IVAN BAYROOS

System Analysis, Design and Introduction to Software Engineering (SADSE)

S.Parthasarathy

Website:

[www.w3schools.com](http://www.w3schools.com)



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**PROJECT REPORT**

**ON**

**“ HOSTEL BROKER MANAGEMENT SYSTEM”**

**SUBMITTED BY**

***CHINMAY BAKSHI***

**SUBMITTED TO**

**SAVITRIBAI PHULE PUNE UNIVERSITY**

**IN PARTIAL FULLFILLMENT OF**

**“BACHELOR OF BUSINESS ADMINISTRATION (COMPUTER  
.APPLICATION)”**

**SURYADATTA COLLEGE OF MANAGEMENT INFORMATION  
RESEARCH AND TECHNOLOGY**

**(SCMIRT)**

**PUNE-411021**

**2020-2021**

**Acknowledgement:**

I would like to express my special thanks of gratitude to my project teacher (Prof. Deepak Singh Sir) who gave me a opportunity to do this project and also provide support in completing in my project.

I would also like to extend like to extend my gratitude to the coordinator mam "Prof. Monali Meghal" for providing me all the facility that was required.

DATE:

Chinmay Bakshi

TYBBA-CA



A handwritten signature in purple ink, appearing to read "Chinmay Bakshi".

**INDEX**

<b>Sr. Number</b>	<b>TITLE</b>	<b>Page Number</b>
1	Synopsis	06-07
1.1	Proposed System	
1.2	Existing System	
1.3	Introduction to the system	
1.4	Fact Finding	
1.5	Scope of the system	
1.6	Disadvantage	
1.7	Hardware and Software	
2	Entity Relationship Diagram(ERD)	08
3	Data Flow Diagram(DFD)	09
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## SYNOPSIS

### Proposed System:

**This project is used for Broker to save hostel data in large amount and protected data in the system. Data is arranged in systematic way.**

**Broker can easily access the system.**

### System Existing:

**Yes. There are many existing system but there is no special system for Hostel broker management system.**

### Introduction to the system:

**We are proud to introduce you to this project consists of HOSTEL BROKER MANAGEMENT SYSTEM. You get all that you need under a single screen.**

**This system allow the admin to add new hostel data, add new student entry, add new admin entry, modify hostel data, modify student data, modify admin data, delete hostel data, delete student data, delete admin data.**

**The unique, attractive and interactive design and interface provides easy to use functionality.**

### Fact finding:

**The function of system is to be understood by the system analyst to design the proposed system. Various methods are used for this and these are known as fact finding techniques. The analyst need to fully understand the current system.**

### Future Scope:

**Yes there is scope for this system. It will helpful for broker to arrange large amount of data in systematic way and keep data safe.**

### Disadvantage

- 1. Loss of control over price.**
- 2. This is only for hostel.**



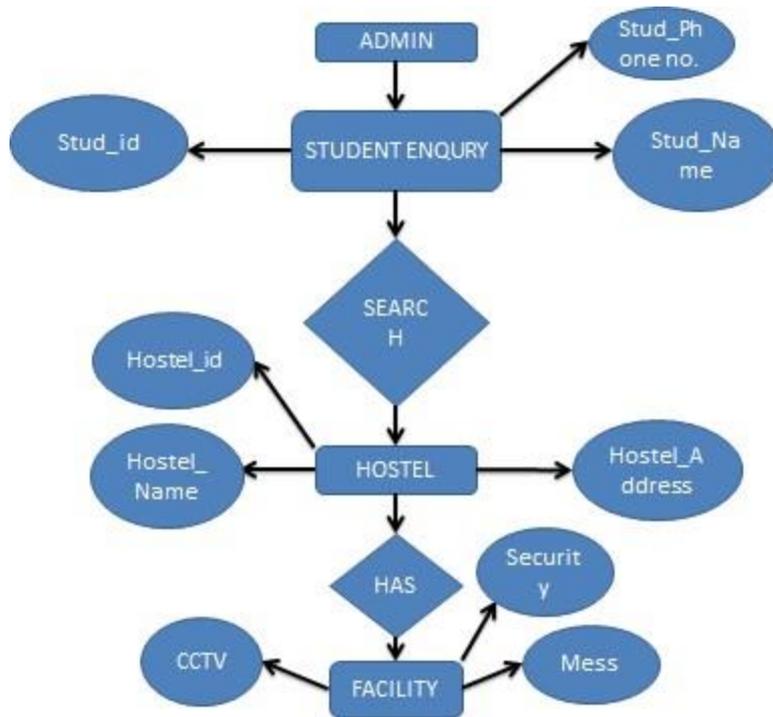
## Hardware Requirement

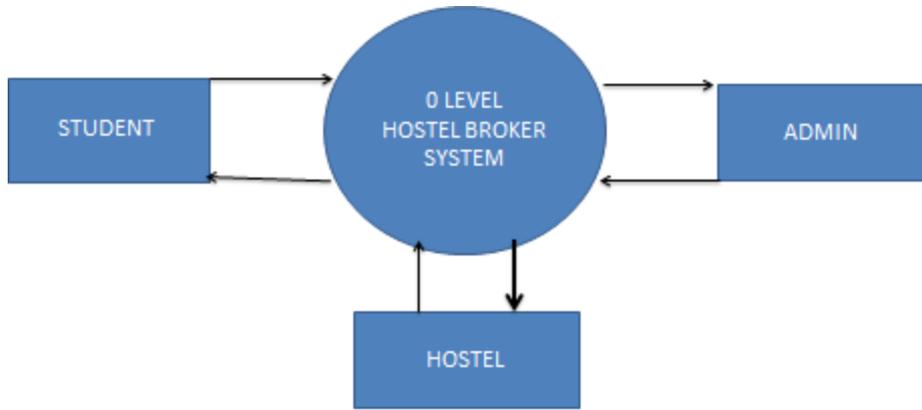
- ❖ **Processor: Pentium i4**
- ❖ **Ram: 256 Mb(Min)**
- ❖ **Monitor: 15" Color Monitor**
- ❖ **CD Drive**
- ❖ **Intel Integrated Graphics (Min 1GB)**
- ❖ **Keyboard**

## Software Requirement

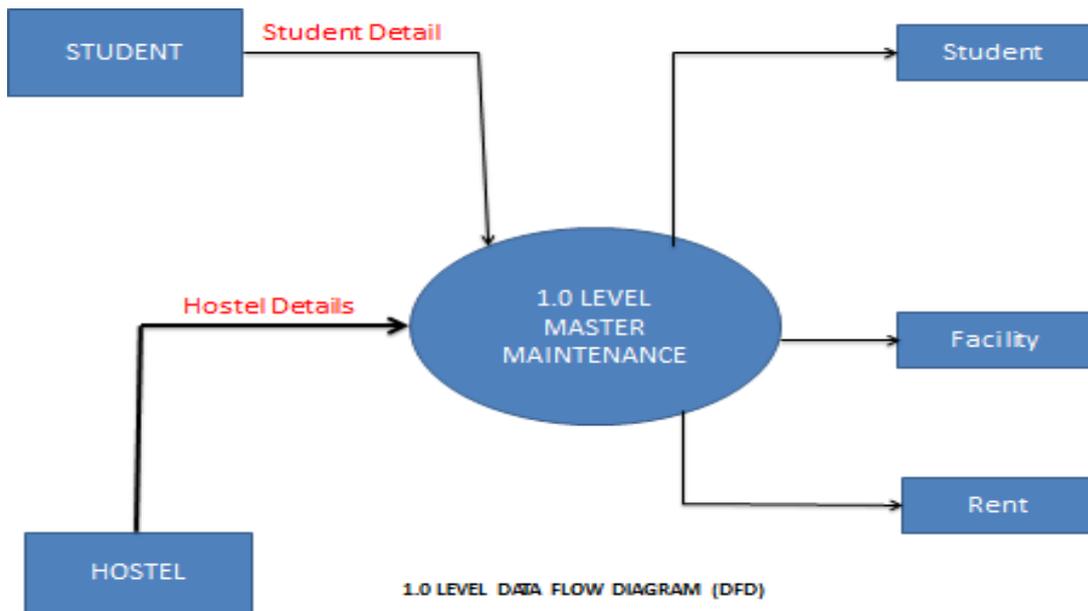
- ❖ **Turbo C++.**

## ENTITY RELATIONSHIP DIAGRAM (ERD)





0 LEVEL DATA FLOW DIAGRAM(DFD)



1.0 LEVEL DATA FLOW DIAGRAM (DFD)

## 8. DATA STRUCTURE

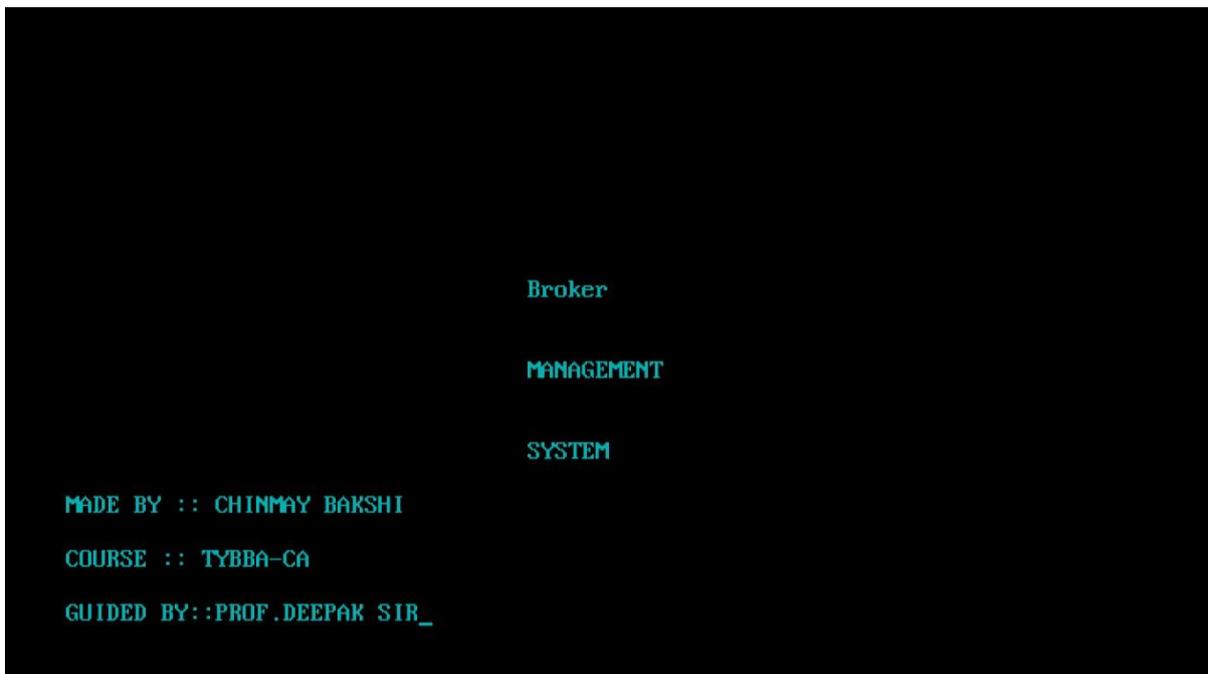
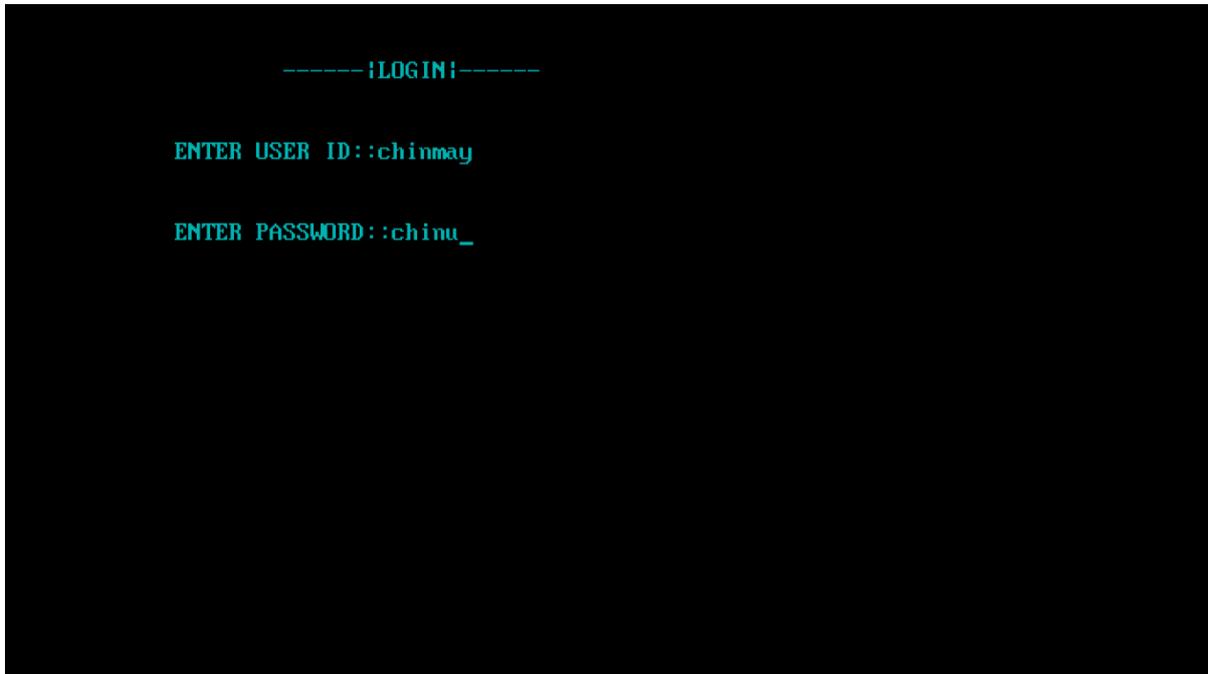
TABLE NO:-01 Table Name:-Student

Sr.no	Field Name	Data Type	Size	Constraint	Description
1.	Stud_Name	Char	30	Not Null	This for Enter Student Name
2.	Stud_id	Integer	10	Primary key	For Enter Student ID
3.	Stud_Phone Number	Integer	12	Not null	For Enter Student Phone Number.

TABLE NO:-02 table Name:-Hostel

Sr. no	Field Name	Data Type	Size	Constraint	Description
1.	Hostel_Name	Char	30	Not Null	Used for enter hostel name.
2.	Facility	Char	20	Not null	Used for enter facility's of hostel
3.	Rent	Integer	20	Not Null	Used for enter rent of hostel
4.	Hostel_ID	Integer	10	Primary Key	Used for enter id of hostel

## SCREEN SHOT



## MAIN MENU

- 01. SYSTEM
- 02. STUDENT ENQUIRY
- 03. REPORT
- 04. HOSTEL
- 05. EXIT

Please SELECT YOUR OPTION (1-5) \_

## SYSTEM MENU

- 1.CREATE ADMIN
- 2.MODIFY ADMIN
- 3.DELETE ADMIN
- 4.BACK TO MAIN MENU

Please Enter Your Choice (1-4)

```
NEW ADMIN ENTRY...
```

```
Enter The admin no:001
```

```
Enter The username: dhanraj
```

```
Enter The password: commando
```

```
ADMIN Created..
```

```
Do you want to add more record..(y/n?)n
```

```
MODIFY ADMIN RECORD....
```

```
Enter The admin no:001
```

```
ADMIN NO :001
```

```
ADMIN NAME :dhanraj
```

```
ADMIN PASSWORD :commando
```

```
Enter The New Details of admin
```

```
ADMIN NO. : 001
```

```
MODIFY ADMIN NAME : dhanraj
```

```
MODIFY PASSWORD : dhanu
```

```
Record Updated
```

## STUDENT MENU

1.CREATE STUDENT RECORD

2.MODIFY STUDENT RECORD

3.DELETE STUDENT RECORD

4.BACK TO MAIN MENU

PLEASE ENTER YOUR CHOICE :

## NEW STUDENT ENTRY...

Enter The Student ID. 01

Enter The Name of The Student vishal

ENTER THE CONTACT NO:1234567890

Student Record Created..

do you want to add more record..(y/n?)n

## MODIFY STUDENT RECORD...

Enter The admission no. of The student01

ID no. : 01

Student Name : vishal

STUDENT PHONE NUMBER : 1234567890

Enter The New Details of student

Admission no. : 01

Modify Student Name : Uishal

CONTACT NUMBER :0987654321

Record Updated\_

## REPORT MENU

1.DISPLAY ALL STUDENTS RECORD

2.DISPLAY SPECIFIC STUDENT RECORD

3.DISPLAY ALL ADMIN

4.DISPLAY SPECIFIC ADMIN

5.BACK TO MAIN MENU

PLEASE SELECT YOUR OPTION (1-5):\_

## STUDENT LIST

```
=====
Admission No.      Name          PHONE NUMBER
=====
01                 Uishal          0987654321
-
```

Please Enter The Admission No. 01

## STUDENT DETAILS

ID no. : 01

Student Name : Uishal

STUDENT PHONE NUMBER : 0987654321

## ADMIN LIST

```
=====
Admin Number      Admin Name      password
=====
001               dhanraj        dhanu
```

Please Enter The ADMIN No. 001

Admin DETAILS

```
ADMIN NO :001
ADMIN NAME :dhanraj
ADMIN PASSWORD :dhanu
```

-

1.ADD HOSTEL

2.SHOW HOSTEL

PLEASE SELECT OPTION :1

1.MUMBAI

2.NAHSIK

3.PUNE

PLEASE SELECT CITY :1

1.DAGADICHAL

2.PALGHAR

3.BANDRA

PLEASE SELECT AREA :1

MUMBAI (DAGADICHAL) MENU

1.CREATE HOSTEL

2.MODIFY HOSTEL

3.DELETE HOSTEL

4.BACK TO MAIN MENU

Please Enter Your Choice (1-4) 1

```
NEW MUMBAI(dagadichal) ENTRY...
```

```
Enter The HOSTEL ID. 01
```

```
ENTER THE NAME OF HOSTEL:Patil
```

```
ENTER THE ADDRESS OF HOSTEL: Plot4 dagadichal
```

```
ENTER THE SERVICE OF HOSTEL: CCTU
```

```
ENTER THE RENT OF HOSTEL:3000
```

```
HOSTEL Record Created..
```

```
do you want to add more record..(y/n?)n
```

```
MODIFY MUMBAI HOSTEL RECORD...
```

```
Enter The ID NUMBER OF HOSTEL01
```

```
ID NO. : 01
```

```
HOSTEL NAME : Patil
```

```
:
```

```
Enter The New Details of mumbai(dagadichal)
```

```
ID NO. : 01
```

```
MODIFY HOSTEL NAME : Pavan
```

```
MODIFY HOSTEL ADDRESS:plot3 dagadichal
```

```
Modify HOSTEL SERVICE:Mess
```

```
MODIFY HOSTEL RENT :2000
```

```
Record Updated_
```

1.MUMBAI

2.NAHSIK

3.PUNE

PLEASE SELECT CITY :2

1.IGATPURI

2.MAHATMA NAGAR

3.PANDIT ROAD

PLEASE SELECT AREA :1\_

## NASHIK (IGATPURI) MENU

- 1.CREATE HOSTEL
- 2.MODIFY HOSTEL
- 3.DELETE HOSTEL
- 4.BACK TO MAIN MENU

Please Enter Your Choice (1-4) 1\_

## NEW NASHIK(IGATPURI) ENTRY...

Enter The HOSTEL ID.: 001

ENTERE THE NAME:Ram

ENTER THE ADDRESS:igatpuri

Enter The SERVICE: Mess

ENTER THE RENT :3000

HOSTEL Record Created..

do you want to add more record..(y/n?)n

MODIFY NASHIK(IGATPURI) RECORD...

Enter The ID NUMBER OF HOSTEL001

ID NO. : 001  
HOSTEL NAME : Ram

:

Enter The New Details of nashik

ID no. : 001  
Modify HOSTEL Name : Ramesh

Modify HOSTEL Address : igatpuri west

Modify HOSTEL Service : CCTU

MODIFY HOSTEL RENT : 1000

Record Updated\_

1.MUMBAI

2.NAHSIK

3.PUNE

PLEASE SELECT CITY :3\_

1.BANER

2.BAUDHAN

3.AUNDH

PLEASE SELECT AREA :1\_

PUNE (BANER) MENU

1.CREATE HOSTEL

2.MODIFY HOSTEL

3.DELETE HOSTEL

4.BACK TO MAIN MENU

Please Enter Your Choice (1-4) 1\_

```
NEW PUNE(BANER) ENTRY...
```

```
Enter The HOSTEL ID.: 12
```

```
ENTERE THE NAME:Bhavesh
```

```
ENTER THE ADDRESS:Tera tower
```

```
Enter The SERVICE: Mess cctv
```

```
ENTER THE RENT :4000
```

```
HOSTEL Record Created..
```

```
do you want to add more record..(y/n?)n_
```

```
MODIFY PUNE(BANER) RECORD...
```

```
Enter The ID NUMBER OF HOSTEL12
```

```
ID no. : 12
```

```
HOSTEL Name : Bhavesh
```

```
:
```

```
Enter The New Details of PUNE
```

```
ID no. : 12
```

```
Modify HOSTEL Name : Dhanraj
```

```
Modify HOSTEL Address :Tera
```

```
Modify HOSTEL Service :MESS
```

```
MODIFY HOSTEL RENT :5000
```

```
Record Updated
```

1.ADD HOSTEL

2.SHOW HOSTEL

PLEASE SELECT OPTION :2\_

1.MUMBAI

2.NASHIK

3.PUNE

PLEASE SELECT CITY :1\_

1.DAGADICHAL

2.PALGHAR

3.BANDRA

PLEASE SELECT AREA :1

MUMBAI LIST

```
=====
ID No. :      Name :      Address :      Service :      RENT :
=====
01           Pavan  plot3 dagadichal           Mess           2000
-
```

**References:**

Google, Wikipedia.



**A**

**Project Report**

**ON**

**Library Management System**

**BY**

**Pushkar Tungar**

**&**

**Suchet Shetty**

**BBA (CA)-SEM V**

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Technology (SCMIRT)**

**(BBA(CA) DEPARTMENT)**

**Pashan Rd, Patil Nagar, Bavdhan,**

**Pune – 411021**

**SAVITRIBAI PHULE, PUNE UNIVERSITY**

**2020-2021**

## **ACKNOWLEDGEMENT**

I am very glad to take this opportunity to acknowledge all those who helped me in designing, developing and successful execution of my Project on “BAKERY MANAGEMENT SYSTEM”.

I would like to extend my thanks and gratitude to my Project guide Prof. Deepak Singh for his valuable guidance and timely assistance throughout the development of this project.

Thank you



A handwritten signature in purple ink, appearing to read "Deepak Singh".

Serial number	Topic
1	<b>Introduction</b> 1.1 Introduction to system 1.2 Scope of System 1.3 Proposed System
2	<b>Analysis</b> 2.1 Fact Finding Techniques 2.1.1 Interview 2.1.2 Record View 2.1.3 Observation 2.2 Feasibility Study 2.3 Hardware and Software Requirements
3	<b>System Designing</b> 3.1 E-R Daigram 3.2 Context Level Daigram 3.3 Data Flow Daigram 3.4 File Design 3.5 Data Dictionary
4	<b>Form Designing(with input values)</b>
5	<b>Reports</b>
6	<b>Advantages and Limitation</b>



*Dafuku*

7	<b>Future Enhancement</b>
8	<b>Bibliography</b>

# **PAGE INDEX**

## **1.1**

### **INTRODUCTION TO SYSTEM**

Bakery management system is prepared to maintain the day to day operations in a Bakery. This software helps them to maintain the customer and sales records. This is generic type software, suitable to all bakeries. Separate division is provided to maintain Product, Customer, Stock and Order Details.

## **1.2**

### **SCOPE OF THE SYSTEM**

The bakery management system project is about making the database for bakery to make the records of sales, products and customers. The database is built on MS Access which is simple to operate. The system will be less expensive as all the records will be easily accessed and all are present at one place. There is no need to hire any computer expert as the software is user friendly. Aim of the project is to store, retrieve and update data which would be more efficient and less time consuming. It will also reduce the risk of errors which will result in accurate information.

## 1.3

### **PROPOSED SYSTEM**

This software synchronizes the working of all the departments. It looks on all aspects of a bakery and its product, customer, stock and sales. This software enables the easiest way to manage all functionalities of a bakery, which facilitates bakery to maintain the functionality related to customers and products.

The aim of the proposed system is to develop a system of improved facilities.

- Easy to query all related details of product and sales.
- Collective records of sales of all the products.
- Collective records of customers.
- Easy approach to update the detail information for any product as well as customer.
- Easy to handle all functionality of bakery.
- Easy to manage all Reports.

## 2.1

### **FACT FINDING TECHNIQUES**

To study any system the analyst needs to collect facts and all relevant information. The facts when expressed in quantitative form are termed as data.

The success of any project depends upon the accuracy of available data. Accurate information can be collected with help of certain methods/ techniques. These specific methods for finding information of the system are termed as fact finding techniques.

Interview, Questionnaire, Record Review and Observations are the different fact finding techniques used by the analyst. The analyst may use more than one technique for investigation.

To make the system effective, I have followed following fact finding techniques to collect the detailed information about each and every aspect of **H&M** bakery depending upon the nature of work and information needed.

### **2.1.1**

**Interview:** The Bakery Administrator who is the Key Person of BMS Unit of H&M bakery was interviewed to understand the system more openly.

### **2.1.2**

**Record:** Observation of records of customers, their product records, sales etc.

### **2.1.3**

**Observation:** This technique helped in understanding the actual process of Customer Management, Sales, Billing, Report Generation, etc.

## **2.2**

## **FEASIBILITY STUDY**

The feasibility study is major factor, which contributes to the analysis and development of the system. The decision of the system analyst

whether to design a particular system or not depends on its feasibility study.

### **1. Operational Feasibility:-**

- The introduction to this system is not going to hamper any user of the system. This system is useful for administrator of any bakery.
- This system is very flexible and user friendly,
- This system provides GUI application.

### **2. Technical Feasibility:-**

- This feasibility deals with technicality of the system. Instead of storing data of products, customers and sales in manual way this system is fully automated.
- No efficient manpower is required to handle the system.

### **3. Economic Feasibility:-**

- This area is concerned with cost incurred for the development and implementation of the system .The maintenance of the system on the other hand and the benefits derived from it .The cost benefits analysis is effectiveness of the system.
- The benefits and savings obtained using the system is far more compared to the invested cost as it reduces operational costs through lower bills.

### **4. Behavioural Feasibility:-**

This includes the following questions:

- Is there sufficient support for the users?
- Will the proposed system cause harm?

The project would be beneficial because it satisfies the objectives when developed and installed. All behavioural aspects are considered carefully and conclude that the project is behaviourally feasible.

## 2.3

# **HARDWARE AND SOFTWARE REQUIREMENTS**

### ✓ **Hardware Specification**

Processor	: Intel Dual based System
Processor Speed	: 1GHz to 2GHz
RAM	: 512MB to 1GB
Hard Disk	: 4GB to 30GB
Keyboard	: 104 keys

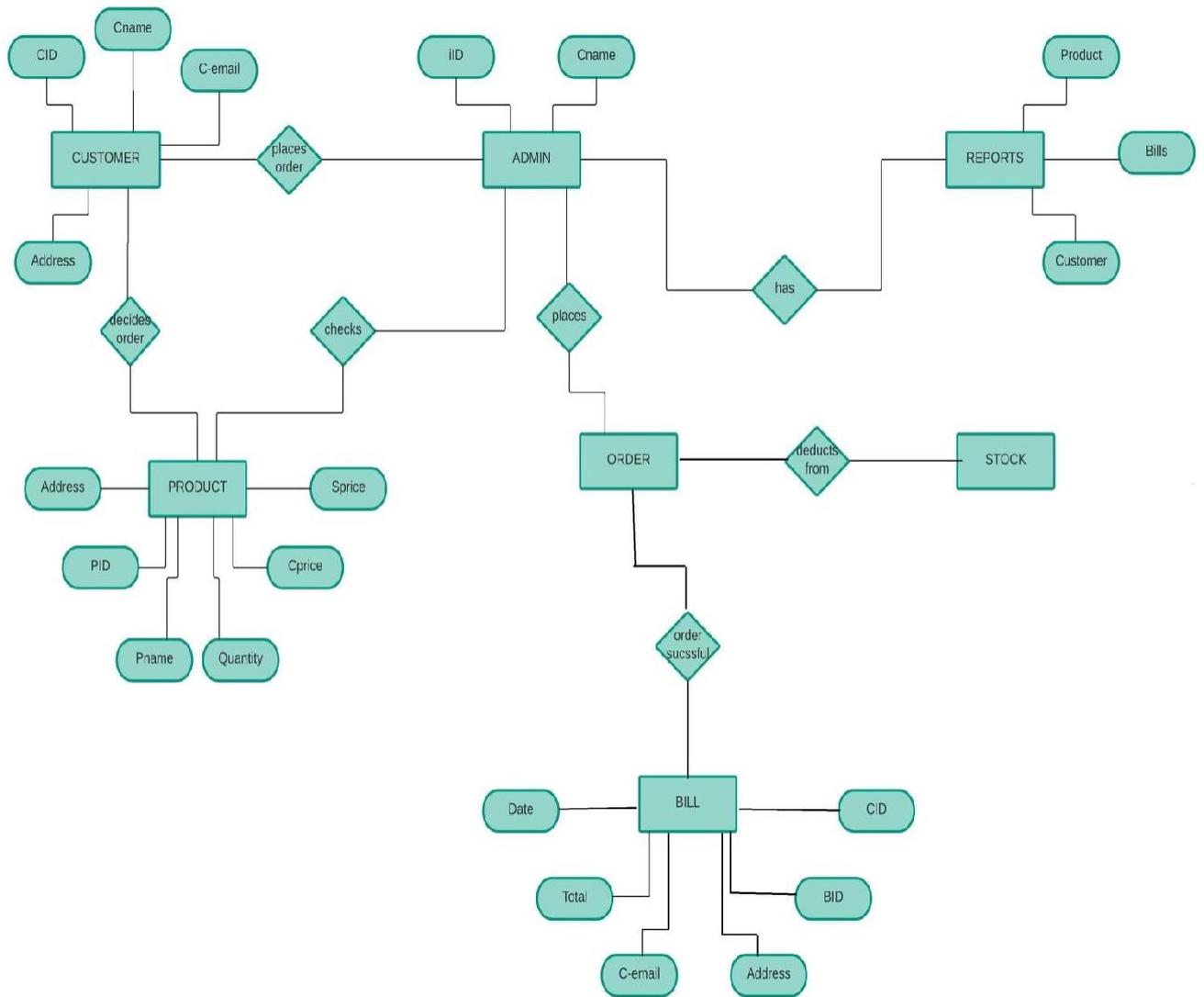
### ✓ **Software Specification.**

Language	: Microsoft Visual Basic 6.0
Database	: Microsoft Access 2003/7/10
Operating System	: Windows NT / XP / Vista / 7/8/8.1

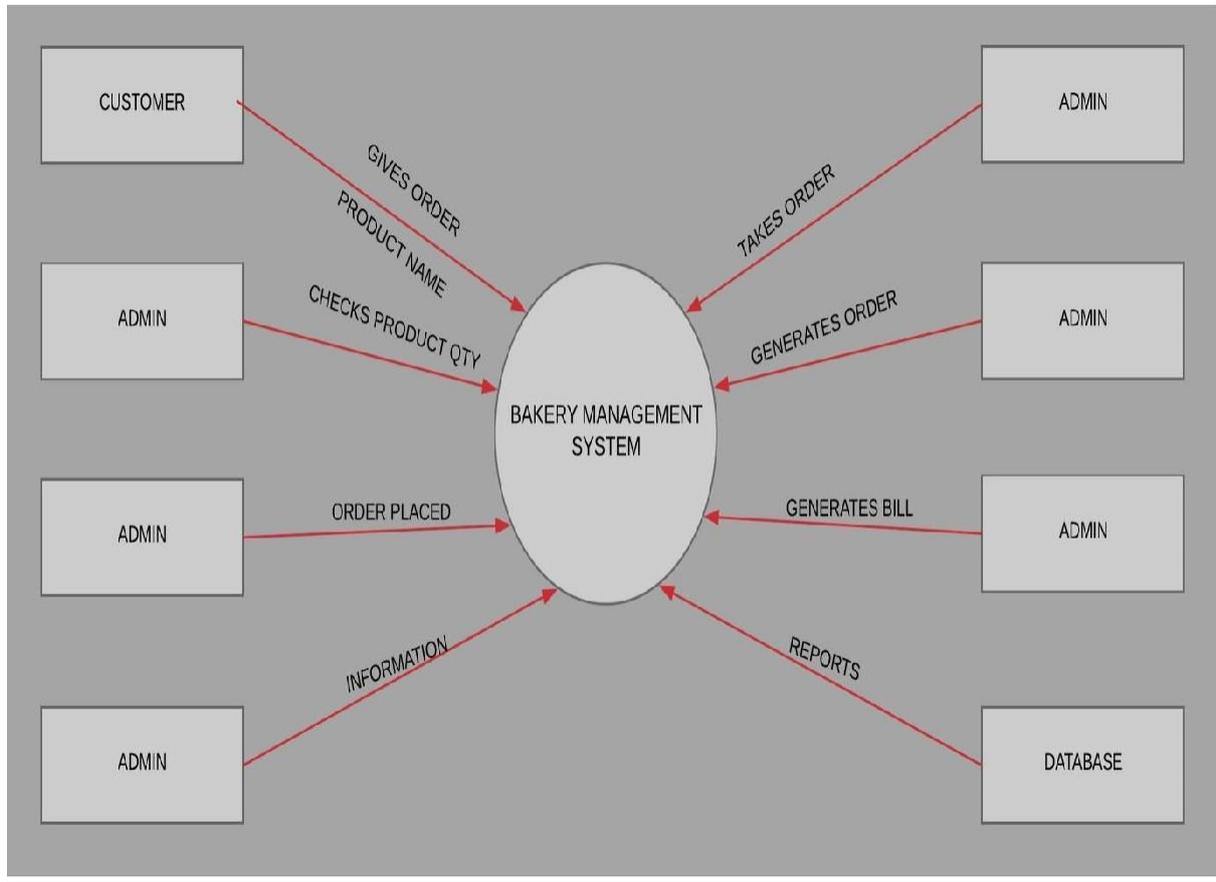
### ✓ **Network Specification.**

This software work stand-alone system as well as network based system.

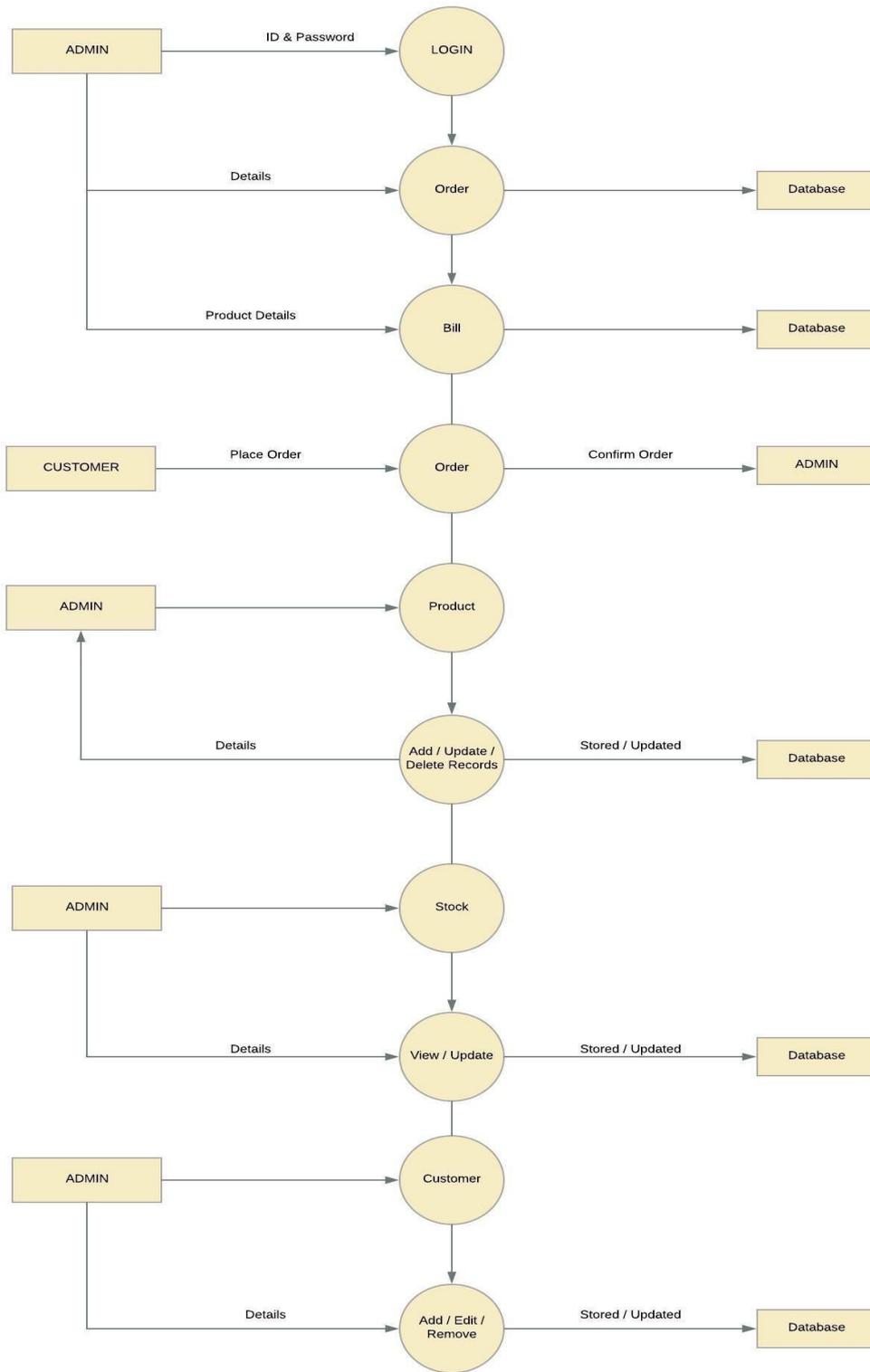
# **ENTITY RELATIONSHIP DIAGRAM**



**CONTEXT LEVEL DIAGRAM**



## **DATA FLOW DIAGRAM**



# **DATA DICTIONARY**

**TABLE : Product**

<b>ATTRIBUTES</b>	<b>DATA TYPE</b>
PID	AUTO NUMBER
CATEGORY	TEXT
PNAME	TEXT
CPRICE	TEXT
SPRICE	TEXT
QTY	TEXT

**TABLE : customer**

<b>ATTRIBUTES</b>	<b>DATA TYPE</b>
CID	AUTO NUMBER
CNAME	TEXT
ADDR	TEXT
CEMAIL	TEXT

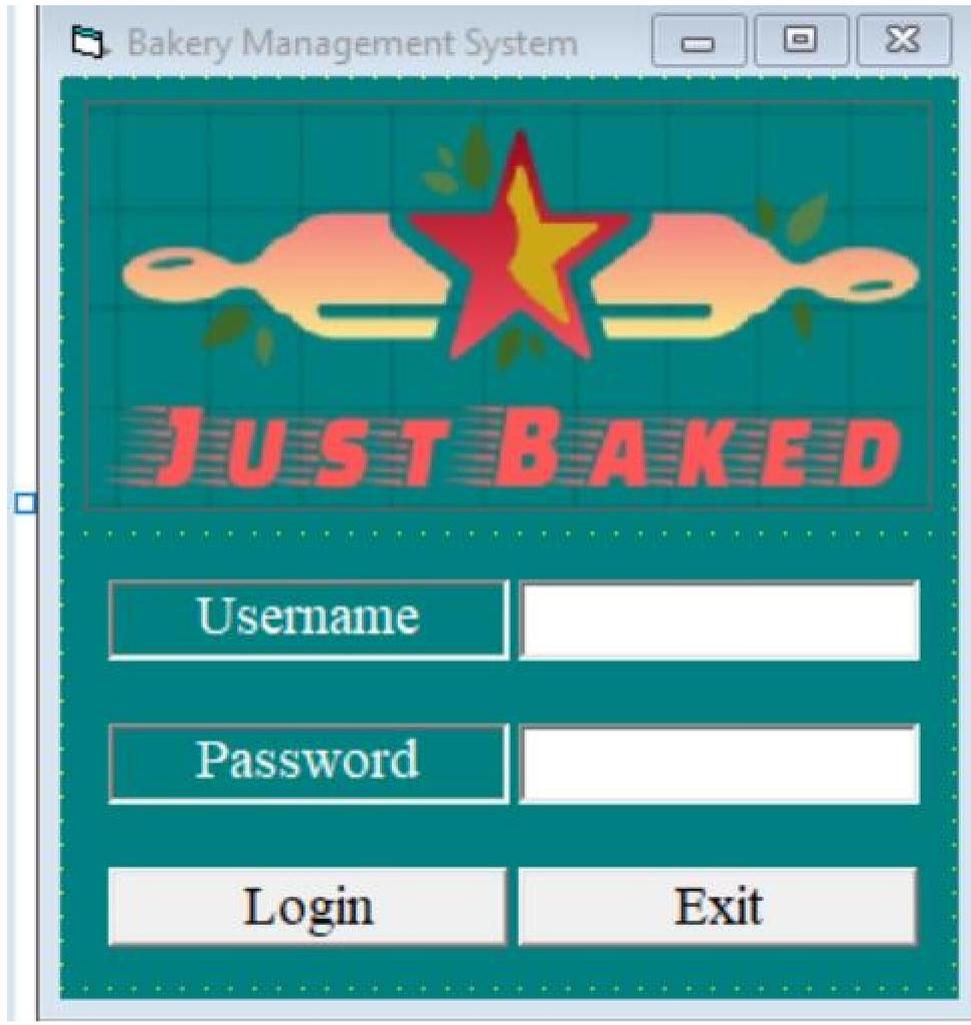
**TABLE : BILL**

<b>ATTRIBUTES</b>	<b>DATA TYPE</b>
PID	NUMBER
PNAME	TEXT
QTY	NUMBER
AMT	NUMBER
TOTAL	NUMBER

**TABLE : BILLS**

<b>ATTRIBUTES</b>	<b>DATA TYPE</b>
BID	AUTO NUMBER

CID	NUMBER
CNAME	TEXT
ADDR	TEXT
CEMAIL	TEXT
Total	NUMBER
Date	NUMBER
Time	NUMBER



Form2

PRODUCT CUSOMER STOCK

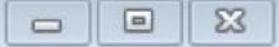


*ORDER*

*REPORT*

Adodc1

Form3



# JUST BAKED

## ADD PRODUCT

CATEGORY

NAME

COST PRICE

SELLING PRICE

QUANTITY

BXIT

ADD

PID CATEGORY

PNAME

CPRICE

SPRICE

<< < A > >>

EXIT



# JUST BAKED

Enter PID to be removed

REMOVE

VIEW

EXIT





# JUST BAKED

## ADD CUSTOMER DETAILS

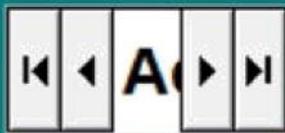
NAME

ADDRESS

EMAIL ID

ADD

EXIT



CID CNAME

ADDR

CEMAIL

◀◀|A|▶▶

EXIT

Form8



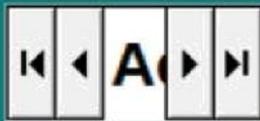
**JUST BAKED**

ENTER Customer id to be removed

REMOVE

VIEW

EXIT



} Form9

PID CATEGORY

PNAME

SPRICE

< < Adodc1 > >

REFRESH

EXIT

C\$ Fonnn10

CID

CNAME

ADDR

CEMAIL

REFRESH

H 4 A > H

EXIT

}, Form 1

PID CATEGORY

PNAME

ass

o\* \* Adodc1 \* \*o

EXIT

PID CATEGORY

PNAME

OSX

Adoac1

EXIT



# **JUST BAKED**

## REPORTS

Product

BUs

Customer

EHT



BID		PID	PNAME	QTY	AMT	TOTAL
NAME	select					
CID						
ADDRESS						
EMAIL						
TOTAL						

Customer

EXIT

SAVE/PRINT

Bill

Customer



# JUST BAKED

Customer name

▶			

Total

⏪ ⏩ BILL ⏪ ⏩

⏪ ⏩ BILLS ⏪ ⏩

## **ADVANTAGES AND LIMITATIONS**

### ❖ **Advantages:**

The system is very simple in design and to implement. The system requires very low system resources and will work in almost all configurations.

It has got following advantages:

- ✓ User friendly application.
- ✓ Secured database.
- ✓ Fast processing.
- ✓ Data can be updated easily.
- ✓ Database records can be maintained in computers.
- ✓ Any records can be retrieved when required.
- ✓ System reduces manual workload.
- ✓ Redundancy of data is avoided.
- ✓ Records can be updated and viewed easily.
- ✓ Less error prone and accuracy is maintained.
- ✓ Provides data reports.
- ✓ Helps to maintain accounts.
- ✓ Stock and Sales.

### ❖ **Limitations:**

Every system has some limitations or drawbacks. Some of the limitations of Bakery Management are:-

- ❖ It is a standalone system.
- ❖ It can be used by a single person at a time.
- ❖ As it is machine dependent in nature, machine failure may result in data loss.
- ❖ Some manual input is required.

## **FUTURE IMPROVEMENTS**

We have developed a new system after identifying issues in existing bakery management system. Scope of this bakery management system is very broad in terms of other manual management of bakery. However we can improve this system in next version like:-

- Online Ordering
- Different Payment Methods

## **BIBLIOGRAPHY**

### **❖ BOOKS REFERRED :**

- Learn VB in 72 Hours
- Complete Reference VB
- VB Tutorials

### **❖ WEBSITES REFERRED :**

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- [www.vb.nettutorials.com](http://www.vb.nettutorials.com)
- [www.newpoonabakery.com](http://www.newpoonabakery.com)