



**DELHI SCHOOL OF BUSINESS**

By Vivekananda Institute of Professional Studies-TC

**“Building Brand Awareness and Strategic Sales Enhancement  
At  
ELWA Captain Pure  
by Kapil Dev”**

By  
‘Janvi Saini’

**A report submitted in partial fulfillment of  
PGDM program 2022-24**



**‘ELWA Captain Pure  
by  
Kapil Dev’**



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**Vikram Suri  
Company Guide  
Co-founder, Director**

**Prof. Meghna Chhabra  
Faculty Guide**



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### CHAPTER SCHEME OF THE FINAL PROJECT REPORT (On the Job)

S.No.	Component	Page No
	Cover page and title page Certificate from the institute Company certificate (on company letterhead) Declaration by student Table of contents Table of figures	
1	Executive summary	
2	Company Description	
3	Job Description	
4	Analysis of Job	
5	Learning outcomes	
6	Suggestions	
	Bibliography	



8. Each of the following components carry 5 marks. Rate your intern for the same.

S.no	Component	Marks
1	Understanding and spontaneity	
2	Applicability of Theory to practical situation	
3	Adaptability with people	
4	Communication (written and oral)	
5	Quality of Project work	
6	Overall Performance	
	Total	

9. **Overall Assessment (Please elaborate):**

**Signature, Name & Designation**

**Date:**

**Company Seal**



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## DECLARATION

I hereby declare that this project report “**Building Brand Awareness and Strategic Sales Enhancement At ELWA Captain Pure by Kapil Dev**” is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature: Janvi Saini

Janvi Saini  
202311073  
2023-2025

DATE: 1<sup>st</sup> August 2024



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## **CERTIFICATE FROM COMPANY GUIDE**

This is to certify that '**Janvi Saini**' Enrollment No. '**2 0 2 3 1 1 0 7 3**' a student of PGDM from Delhi School of Business

- VIPS TC has done her summer training at '**ELWA Captain Pure by Kapil Dev**, division. Location' from **1<sup>st</sup> May 2024 to 30<sup>th</sup> June 2024**.

The project work entitled "**Building Brand Awareness and Strategic Sales Enhancement At ELWA Captain Pure by Kapil Dev**" embodies the original work done by '**Janvi Saini**' during her summer project training period.

Signature: \_\_\_\_\_

'Vikram Suri'

'Designation'



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## **CERTIFICATE FROM FACULTY GUIDE**

This is to certify that work entitled “**Building Brand Awareness and Strategic Sales Enhancement At ELWA Captain Pure by Kapil Dev**” is a piece of work done by ‘**Janvi Saini**’ under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature \_\_\_\_\_

Prof. Meghna Chhabra



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## 1. Executive Summary

### Background

I participated in a variety of activities targeted at improving the company's market presence and sales performance during my two-month internship in sales and marketing at ELWA Captain Pure, a high-end RO water purifier brand supported by Kapil Dev. These tasks involved gathering and organizing data in Excel sheets, extracting information from Google and Instagram, calling potential customers, following up with leads who expressed interest, mailing product catalogs, performing competition analyses, and creating a digital marketing strategy.

### Objectives:

- To raise sales and brand recognition for ELWA Captain Pure water purifiers.
- To locate and interact with possible clients, especially dieticians.
- To examine rival strategy and market trends.
- To create a thorough digital marketing strategy for the business.

### Scope:

- Gather and organize information about possible clients.
- Make outbound calls to discuss the product and find out who is interested.
- Analyze competitors to comprehend market positioning.
- Develop and put into action a digital marketing plan.

### Methodology:

- **Data extraction:** gathered dieticians' contact information from Instagram and Google.
- **Data management:** Excel sheets were used to record and arrange data.
- **Customer outreach:** made cold calls to prospective customers, answered their questions, and documented their answers.
- **Follow-Up:** I sent product catalogs by email and WhatsApp, followed up with interesting

prospects, and made follow-up calls.

- **Market research:** Analyzed competitors in comparison.
- **Digital Marketing:** Created a plan for digital marketing that included content development and social media strategies.

### **Analysis-**

#### **Data on Customer Outreach:**

- A total of 529 customers called.
- 379 customers (71.6%) responded.
- 97 customers (18.3% of the total called, 25.6% of those who responded) expressed interest.

#### **Area wise breakdown:**

- Delhi had 211 calls, 153 responses, and 43 interested parties.
- Noida: 115 calls, 85 responses, and 20 registrants.
- Ghaziabad: 34 responded to 49 calls, and 6 were interested.
- Gurgaon: 11 interested, 37 answered, and 50 called.
- Other: 104 contacted, 70 responded, and 17 expressed interest.

### **Insights:**

Delhi has the biggest call volume, Gurgaon has the highest answer rate, and Gurgaon has the highest interest rate among those who answered.

### **Conclusions:**

- Good first-hand client interaction was accomplished, especially in Delhi and Gurgaon.
- The high interest rates in Gurgaon present a large opportunity for sales growth.

- Because of the decreased interest rates, areas such as Ghaziabad require better engagement tactics.

### **Learnings:**

- Gained expertise in Excel data extraction, management, and analysis.
- Better methods of persuasion and communication through outreach to customers.
- Acquired expertise in follow-up procedures and lead management.
- Performed competitive and market research to assist in making strategic decisions.
- Created a plan for digital marketing to improve online visibility and interaction.

### **Suggestions**

#### **1.1. Strengthen Online Presence:**

Improve the website's SEO and user experience.

Boost social media interaction by posting excellent content.

#### **1.2. Marketing Campaigns with a Focus:**

Put into practice consumer segmentation-based tailored marketing techniques.

#### **1.3. Enhance Prospective Sales:**

Use CRM systems and routine sales training to improve lead handling.



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#### **1.4. Increase Market Capacity:**

Form strategic alliances and investigate new regional markets.

#### **1.5. Improving Goods and Services:**

Expand product options and enhance methods for receiving input from customers.

#### **1.6. Techniques for Promotion:**

To increase sales, implement loyalty programs, discounts, and offers.

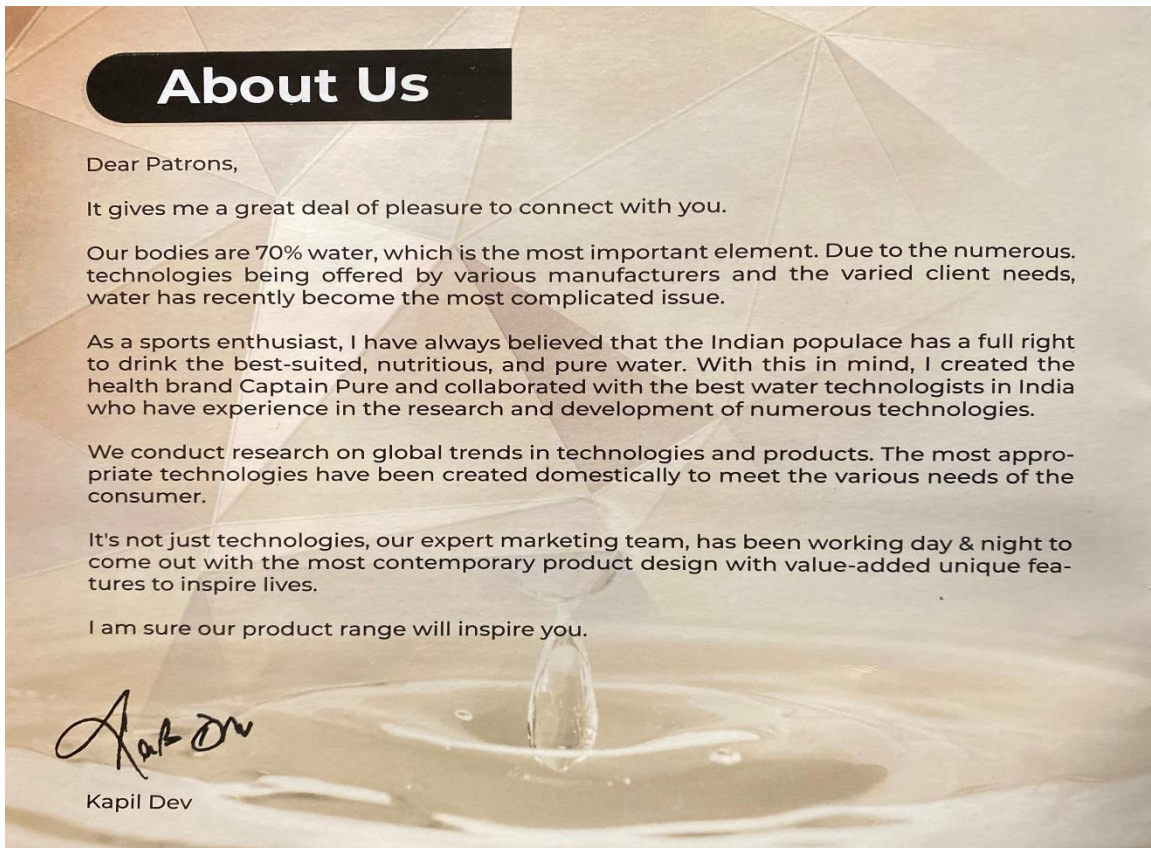
#### **1.7. Improving Post-Sale Support:**

Boost customer service and offer routine maintenance check-ins.

## 2. Company Description

The premium RO water purifier brand Captain Pure, created by Kapil Dev, is built upon the tenets of performance, perfection, and assurance—all of which the champion himself upholds. It has conducted in-depth research and created a range of items that support its goal of being referred to as {{Har Ghar ka Champion}}. Produced and designed in India using cutting-edge American technology, it offers users access to pure, healthful drinking water with extra minerals. The brand's goal is to offer you and your family purity that has been verified by us and that you can rely on.

As a creative way to filter out all the undesirable and harmful components, it makes a reliable product that you can trust for the health of your family.



**About Us**

Dear Patrons,

It gives me a great deal of pleasure to connect with you.

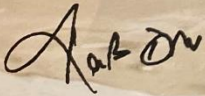
Our bodies are 70% water, which is the most important element. Due to the numerous technologies being offered by various manufacturers and the varied client needs, water has recently become the most complicated issue.

As a sports enthusiast, I have always believed that the Indian populace has a full right to drink the best-suited, nutritious, and pure water. With this in mind, I created the health brand Captain Pure and collaborated with the best water technologists in India who have experience in the research and development of numerous technologies.

We conduct research on global trends in technologies and products. The most appropriate technologies have been created domestically to meet the various needs of the consumer.

It's not just technologies, our expert marketing team, has been working day & night to come out with the most contemporary product design with value-added unique features to inspire lives.

I am sure our product range will inspire you.

  
Kapil Dev



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## **Vision**

Is to build a socially responsible brand focused on providing top of the line water solutions for consumers. Our cutting edge technology and Advanced Innovative Products makes it possible for us to deliver on that promise. We follow world class safety standards, quality, hygiene measures and after sales service ensures the distribution of safe drinking water across households and establishments to foster peace of mind while using our products.

## **Mission**

We continuously strive to **“provide the right product at the right price”** According to UNICEF, it is estimated that waterborne diseases have an economic burden of approximately USD 600 million a year in India. Moreover, only 50% of the population has access to safe drinking water. Chemical contamination of water affects 1.96 million dwellings.” With the current depletion rate of natural resources and highly contaminated water, it becomes our absolute priority to provide parity for all, using our innovative products and health care solutions. Our products are best in class & easy to handle with the least maintenance cost in each category. Our focus is to provide effective and impeccable customer service through our well-organized service network 24X7 by phone or mail. At Captain Pure we believe that ‘Purity is healthfulness’ and should be extended to all households at all times.

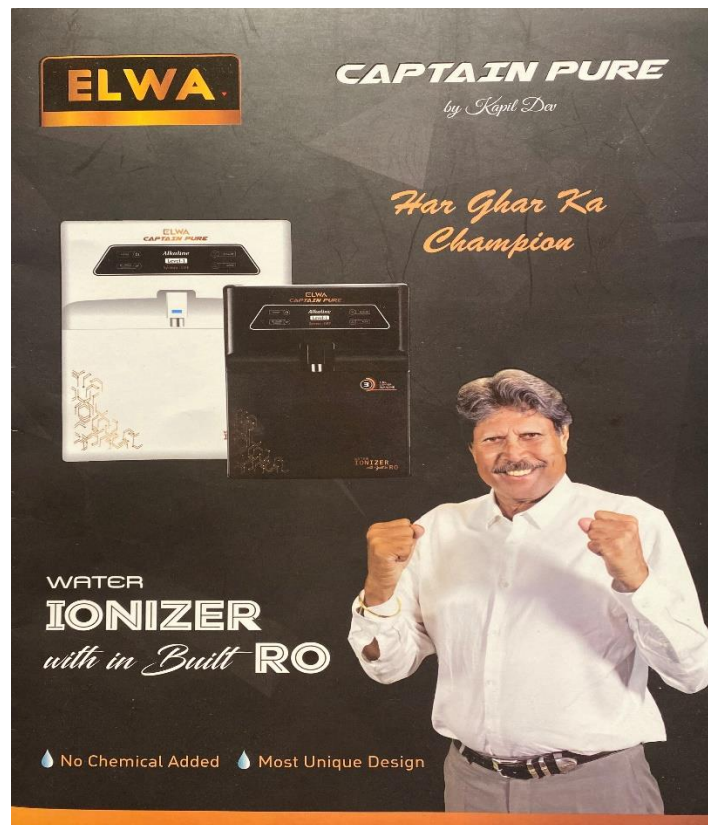


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## About the product

<b>ELWA Captain Pure (Water Ionizer with in Built RO)</b>			
<b>Model Name</b>	<b>ECP 1</b>	<b>ECP 2</b>	<b>ECP3</b>
<b>Plates</b>	3	7	9
<b>Voltage &amp; Frequency</b>	220AC/60Hz	220AC/60Hz	220AC/60Hz
<b>Power Consumption</b>	180 Volt	180 Volt	180 Volt
<b>PH Range</b>	2.5-11.5	2.5-11.5	2.5-11.5
<b>ORP</b>	-850	-950	-1200
<b>MRP</b>	75,000/-	1,00,000/-	1,50,000/-





### **3. Job Description**

#### **Key Responsibilities:**

#### **3.1. Data Management and Extraction:**

- Gather and extract data from Google and Instagram pertaining to different dieticians.
- Enter comprehensive data into an Excel spreadsheet, making sure it is accurate and comprehensive.

#### **3.2. Outreach to Customers:**

- Make cold calls to dieticians in order to present and clarify the product.
- Respond to questions and offer thorough product details.
- Use the Excel sheet to track engagement and record responses.
- Emphasize and rank leads that express interest in the offering.

#### **3.3. Communication and Follow-up:**

- Make follow-up phone calls to prospective customers.
- Email and WhatsApp product catalogs and more information.
- Keep track of all communications and make sure you follow up on time.

#### **3.4. Comparative Analysis:**

- Conduct research and compile ELWA Captain Pure's competitive analysis.
- Determine your advantages and disadvantages, then report your findings to management.





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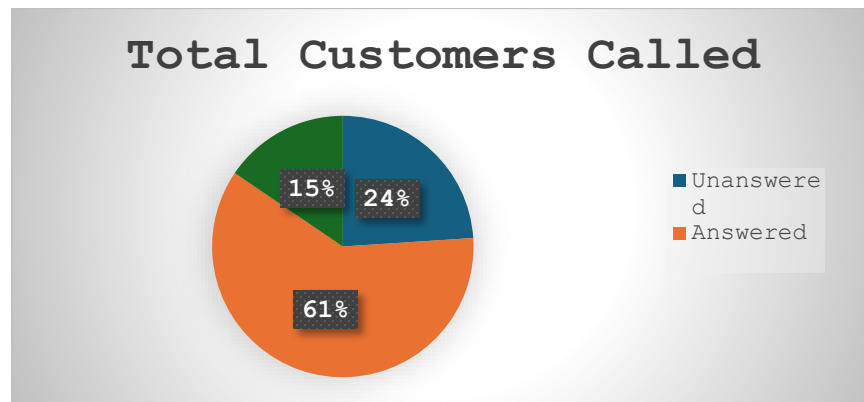
### **3.5. Plan for Digital Marketing:**

- Create a digital marketing strategy to improve the online visibility of the business.
- Make suggestions for content production and social media interaction tactics.
- Support the execution of projects related to digital marketing

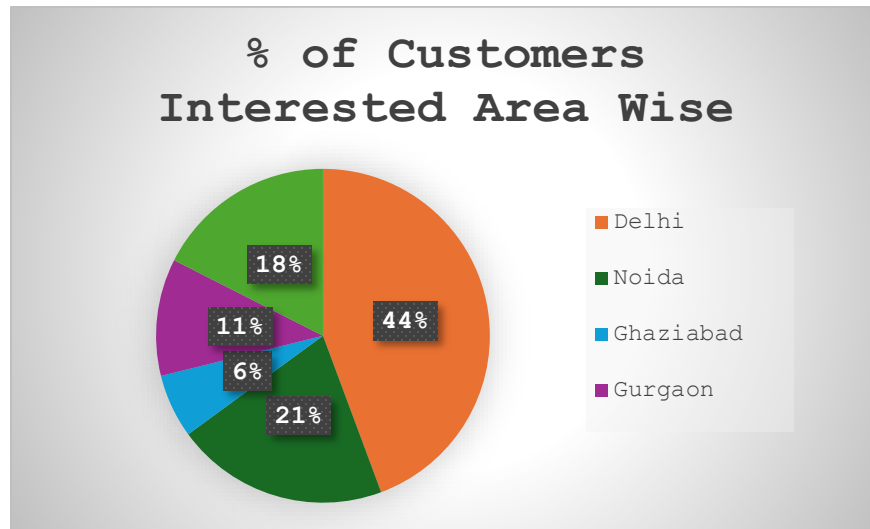


#### 4. Analysis of Job

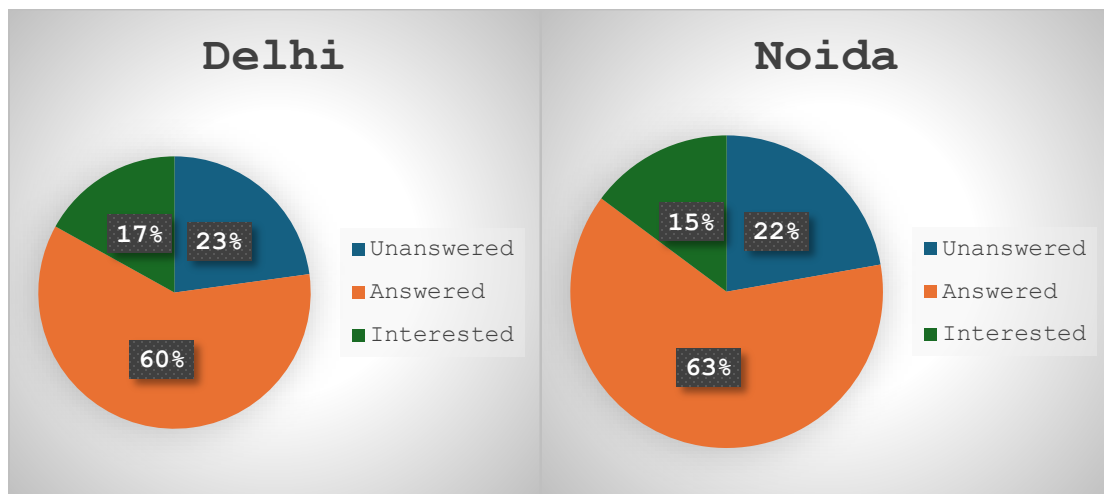
Area	Customers Called		
	Total	Answered	Interested
Delhi	211	153	43
Noida	115	85	20
Ghaziabad	49	34	6
Gurgaon	50	37	11
Miscellaneous	104	70	17
<b>Total</b>	<b>529</b>	<b>379</b>	<b>97</b>



**Fig.1**

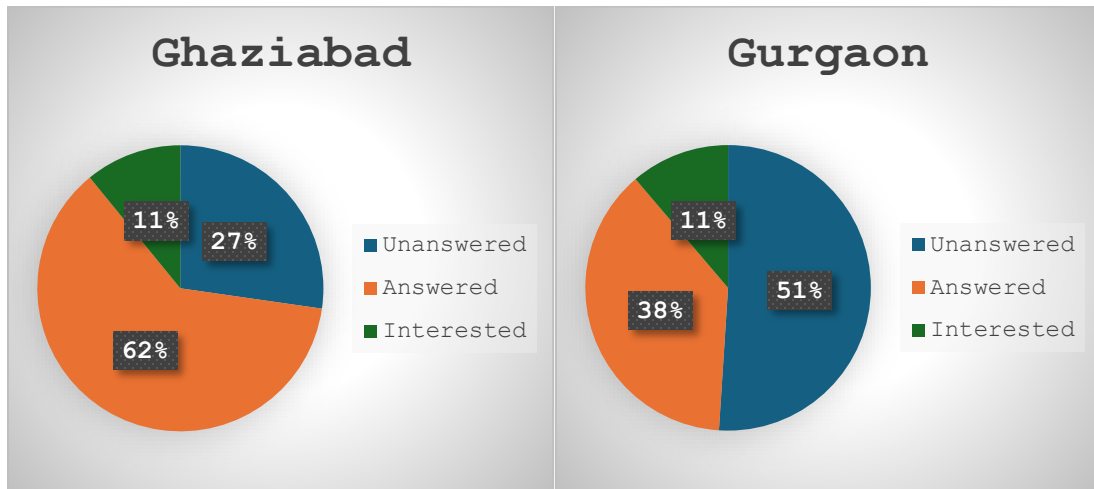


**Fig.2**



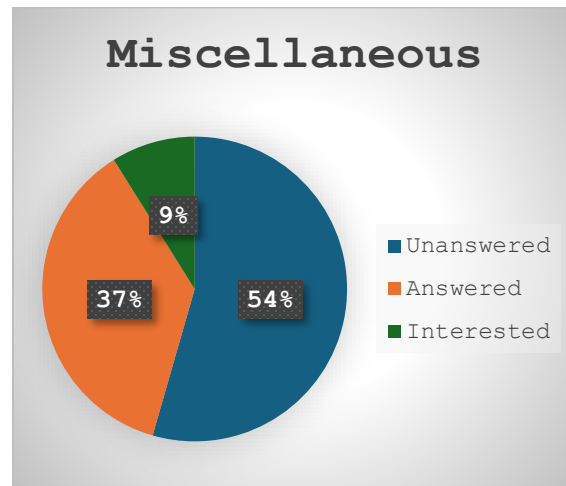
**Fig.3**

**Fig.4**



**Fig.5**

**Fig.6**



**Fig 7**



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S.No.	Name	Insta ID	Number	E-Mail	Location	Response
1	Sheeba Akbar	eatgoodbysheeba	9711203007	sheebaakbar468@gmail.com	Safdarjung Hospital Delhi	Interested. Asked for details and catalogue to share with customers.
2	Eakta Jain	go_diet	7065523000	info.godiets@gmail.com	E74 South Extention	Not promoting but asked for free sample for personal use. Sent her the cata
3	Surbhi Aggarwal	dsurbhiaggarwal	9911641111	contact@dieticiansurbhi.com	B11 Gujranwala town part1	Not interested in promotions but asked for catalogue in case she needs for
4	Manik Marria *	diet_planner_manik_r	-	nutritionistmanikmarria@gmail.com		Mailed the catalogue to her
6	Shikha Singh *	dr.shikhasingh	-	drshikhasingh24@gmail.com		Mailed the catalogue to her
7	Harguun Dhariw	dietbank01	8588085755	hargundhariwal0104@gmail.com	Delhi	Asked for details on whatsapp and then she will let me know if she wants a
8	Lavleen Kaur *	dt.lavleen	9870481482	info@dietsingh.in		Not promoting but asked to contact on email for more details.
9	Monika Manchai	dietmantrabymonika	9818565756	monikam.2216@gmail.com		Asked for details on whatsapp
10	Leema Mahajan	leemamahajan	9841578787			Not answering
11	Shalini Singhal *	dr.shalinisinghal	9811341180	drshalinisdiet@gmail.com		Dr was busy. Her assistant asked to drop details on whatsapp and she wou
12	Shikha Sharma *	nutrihealthsystems	1146666000	ask@drshikha.com	E48/9,Okhla Ind Area Phase 2	Not interested.
13	Shweta J Pancha dt.	shwetashahpanch	8291656540	inedietherapy@gmail.com		Dr was busy. Her assistant asked to drop details on whatsapp and she wou
14	Sonia Kapahi *	fitnessbysonia786	9596235002			Not audible.
15	Shruti Khattar *	dietkraft	9811645675	shrtkhattar@gmail.com	C537 Defence Colony	She would like a demo but she is in mumbai
18	Suneet Khanna *	dr_suneet_khanna	9810152166	hobsdoc@yahoo.co.in	33/1 east patelnagar	Not interested
19	Seema Singh	nutritionistseemasingh	9811697691	nutritionistseemasingh@gmail.com		Not interested
20	Sonia Narang *	sonianarangsdietclin	9654543535		Anand Niketan	Dr was busy. Her assistant asked to drop details on whatsapp and she wou
22	Disha Sethi *	nutrifitnessbydisha	9968011002	nutrifitnessbydisha@gmail.com		She only does paid commercials.

Fig.8

## Key-

\*- Indicates dieticians with followers more than 10k (which is our primary target to reach upper class customers base)

**Yellow Highlight**- Indicated customers who are interested or have asked for the catalogue so that finding follow up calls get easy.

## Insights-

### 4.1. Delhi:

- With 39.9% of all calls, Delhi accounted for the most call volume.
- The response rate (72.5%) is marginally higher than usual, suggesting early engagement and successful reach.



- The interest rate of those that responded is 28.1%, greater than the interest rate of all respondents (25.6%), indicating that calls were conducted with good communication.

#### **4.2. Noida:**

- With 21.7% of the total calls, Noida had a moderate volume.
- Noida has the greatest respond rate (73.9%) of any area, suggesting that first contact attempts were successful.
- There is potential for improvement in engagement tactics, as seen by the interest rate among those who answered (23.5%), which is marginally lower than the interest rate overall.

#### **4.3. Ghaziabad:**

- The area had the lowest call volume (9.3% of the total), indicating difficulties contacting customers.
- The location had the lowest answer rate (69.4%), of all the areas.
- There may be problems with consumer engagement or product fit in this region, as evidenced by the interest rate among those who responded (17.6%), which is much lower than the interest rate overall.

#### **4.4 Gurgaon:**

- Gurgaon accounted for 9.4% of the total calls, which is a comparatively low percentage.
- The highest response rate (74.0%) indicates a very successful first contact.
- Of those that responded, the interest rate is highest (29.7%), indicating excellent communication and substantial market potential.

#### **4.5. Miscellaneous:**

- 19.7% of all calls came from miscellaneous places.
- The answer rate (67.3%) is little below normal, suggesting some first contact difficulties.

- The interest rate of those who responded (24.3%) is comparable to the interest rate of the general population, indicating a steady state of participation.

## **Comparative Analysis**

### **Highest Calls**

Delhi leads the way with 211 calls, indicating the largest call volume in absolute terms.

### **Highest Answer Rate:**

Gurgaon: With the greatest response rate of 74.0%, this city offers suggestions for successful outreach initiatives.

### **Highest interest rate (Among those who answered):**

Gurgaon: In the lead with a 29.7% interest rate among responders, suggesting a high conversion rate.

### **Lowest interest rate:**

Ghaziabad: With the lowest interest rate of 17.6%, this city shows where engagement techniques may need to be improved.

## **5. Learning outcomes**

### **5.1. Data Extraction and Management**

- Acquired the ability to quickly and effectively pull pertinent data from websites like Google and Instagram.
- Acquired expertise in accurately organizing and managing huge datasets using Excel for data capture and management.
- Improved capacity to locate and compile relevant data for focused advertising.

### **5.2. Customer Outreach and Communication**

- Acquired expertise in cold calling prospective clients, polishing persuasive and verbal communication abilities.
- Developed self-assurance when interacting with various clientele, especially dieticians.

### **5.3. Lead Management and Follow-up**

- Gained proficiency in recognizing and ranking leads according to their interest and conversion potential.
- A deeper comprehension of the significance of perseverance and follow-up in converting leads into clients.

### **5.4. Market research and comparative analysis**

- Acquired the ability to recognize significant market trends and differentiators that affect the competitive environment.
- Acquired knowledge of rival methods, which can guide upcoming advertising and sales campaigns.



### **5.5. Digital Marketing Strategy**

- Acquired the knowledge of how to use digital tools and platforms to improve consumer interaction and brand visibility.
- A deeper comprehension of best practices and concepts in digital marketing.

### **5.6. Professional and Interpersonal Competencies**

- Strong interpersonal skills were developed via frequent communication with clients and coworkers.
- Acquired knowledge of the value of professionalism and clear communication in the workplace.
- Enhanced abilities to establish and preserve business connections with outside stakeholders.

### **5.7. Organizational and Time Management Capabilities**

- Acquired proficiency in time management by juggling a variety of responsibilities, including data extraction, customer calls, follow-ups, and analysis.
- A greater capacity for effective workload management and task prioritization.

### **5.8. Adaptability and Problem-Solving**

- Acquired expertise in recognizing and resolving issues that arose during outreach and interaction with customers.
- Acquired the ability to modify tactics in response to criticism and evolving conditions.

### **5.9. Concept of Alkaline water and its Importance**

- Acquired knowledge about the concept of Alkaline water, its PH level, benefits and working.
- Learnt about how RO water purifier makes water acidic.



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## Why water is Important Water and your health

**70% of Human body is made of water only**

Drinking plenty of water every day is important for good health. Our body relies on it for many of its functions.

Water helps to :

Moisten our eyes, nose and mouth

Regulate body temperature

Absorb nutrients

Prevent constipation

Lubricate joints to help us move

Between 50% and 80% of the human body is made up of water



Make hormones and neurotransmitters

Protect body organs and tissue

Get rid of waste products

Deliver oxygen to all parts of the body

Support the growth and reproduction of cells

We get about one fifth of the water we need from food and the rest from drinking fluids.

Men need about 10 cups\* of fluids ever day, women need about 8 cups and kids need 4-8 cups depending on their sex and age.

It's a good idea to choose water over other drinks that contain added sugar or alcohol.

## DO YOU KNOW RO WATER PURIFIER MAKES WATER ACIDIC

Acidic Water Kills (Tap, RO & Bottled water)

The PH Scale

Alkaline Water Cures



Natural minerals (inorganic state) in water doesn't assist to assimilate body function and our body treats it as toxic matter.  
RO (Reverse Osmosis) water further aggravates acidity levels to the acidic food and makes digestion difficult, which leads to constipation  
15 to 18 water molecules per cluster makes body hydration difficult  
Does not eliminate free radicals which cause cancer, rapid aging, diabetes etc.  
Has enhanced oxidation reduction potential (+400 or + 600mv)  
Having the value of 3 to 6.5 pH (value of blood pH is 7.5) & brings body to acidic state resulting to Adult diseases

The body readily absorbs minerals such as calcium, sodium, magnesium and potassium, which are in an ionic state.  
Helps to digest acidic foods easily  
5 to 6 water molecules per cluster, which penetrates tissues easily, and hydrates the body 3 times more efficiently  
Eliminates free radicals that cause cancer, fast aging, diabetes etc.  
Has lower oxidation potential, which oxygenates the body (-200 or +350mv)  
A value of 8.5pH to 9.5pH maintains a health body

## **6. Suggestions**

### **6.1. Create Website:**

- Action: Create an independent ELWA website and advertise your goods there.
- Advantage: Google search will enable people to locate your offering, aiding intent-based marketing.

### **6.2. Content Marketing and SEO**

- Action: To rank higher on search engines, put an SEO strategy into practice. Provide excellent, educational content, such blog entries about the advantages of alkaline water, user manuals, and movies about water filtration.
- Advantage: Enhanced search engine rankings and worthwhile content can increase organic visitors.

### **6.3. Establish Accounts on Social Media:**

- Action: Post more content on Facebook, Instagram, and LinkedIn. Distribute interactive posts, client endorsements, and interesting content.
- Advantage: Increased sales and client loyalty may result from improved brand awareness and consumer interaction.

### **6.4. Personalized Marketing:**

- Action: Craft tailored marketing strategies by utilizing data analytics. Utilize consumer behavior and preferences to tailor communications and offers.

- Advantage: Since customers feel more appreciated and understood, personalized marketing can increase engagement and sales.

### **6.5. Sales Training:**

- Action: Regularly train the sales staff on customer service, product expertise, and successful sales methods.

- Advantage: More conversion rates can be achieved by a sales team with proper training since they can better handle customer wants and objections.

### **6.6. CRM Utilization:**

- Action: To manage leads, track interactions, and analyze customer data, implement or improve a customer relationship management (CRM) system.

- Advantage: Having a strong CRM system makes it easier to keep customer data structured, increase follow-up effectiveness, and comprehend consumer needs.

### **6.7. New geographic markets:**

- Action: Research the market to find new regions outside of Delhi and the Delhi NCR, or even overseas, that have a lot of potential for sales.

- Advantage: Reaching out to new areas will help you reach untapped markets and boost your overall sales.

### **6.8. Cooperation & Partnerships:**

- Action: Establish strategic alliances with fitness facilities, dieticians, and other health-related enterprises to jointly advertise goods.



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- Advantage: Reaching a larger audience and improving brand reputation are two benefits of utilizing partner networks.

### **6.9. Offers and Discounts:**

- Action: To encourage purchases, develop referral programs and package deals.
- Advantage: Alluring incentives have the power to boost sales right away and promote word-of-mouth recommendations.

### **6.10. Maintenance and Follow-Up:**

- Action: To guarantee client happiness and product performance, offer routine maintenance services and follow-up phone calls.
- Advantage: Frequent follow-ups can foster enduring connections and promote recurring business.

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