

# BUSINESS PROJECT

Enterprise partners worked with India's only Marine Crane manufacturing company to refine their talent magnetisation strategy.



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## CLIENT

Raina Engineers  
Rajita Gupta  
Naina Agarwal

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## TEAM

Yash Purohit  
Mustafa Mala

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## PROJECT CATALYST

Mrunmayee Padmagivar

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## MENTORS

Aditya jhunjunwala  
Ankita Parashar

# Raina Engineers

UNDERSTANDING THE  
EMPLOYEE PERSONA TO  
ATTRACT YOUNG  
ENGINEERING TALENT

## ABOUT THE CLIENT

### RAINA ENGINEERS

Raina Engineers is a pioneer and leader in Marine cranes primarily for the oil and gas industry. The client has a sales and marketing office in Mumbai, a design facility in Pune, and a factory in Nagothane.

Raina Engineers are specialised in designing and manufacturing of many Hi-Tech, complex and sophisticated equipment including special material handling equipment like deck cranes for offshore oil platforms, Railway wagon mounted cranes with telescopic boom, Deck cranes for sea-going vessels etc.

Raina Engineers wanted to attract more young fresh talent to the organization to give them exposure to engineering opportunities and help them in overall development.

### PROJECT DURATION

**20**

Weeks

**3**

Team members :  
2 partners and 1  
business consultant

**2**

Mentors

**250**

Hours of work  
invested

## PROBLEM STATEMENT

**300** projects completed by Raina Engineers since their establishment.

With more than 110 + years of experience in the field, Raina Engineers have carved a name for themselves. They are an internationally certified company with API-2C monogram licensee ( 2C-0059) for the manufacture of deck crane and have more than 3 decades experience of in designing, manufacturing, erecting and commissioning deck cranes.

With so many years of experience, Raina Engineers now wanted to have more young engineers on board.

**The challenge - To build awareness among young, potential employees that Raina Engineers is a place of growth and opportunities.**

## SCOPE COVERED IN THE PROJECT

Industry and competition research

Perceptual mapping

Identifying user personas

Defining ONE user persona

Communication guideline asset

## TOOLS USED



For online interactions



For frameworks application



For brainstorming



For transcription



For visuals exploration

## BUSINESS FRAMEWORKS AND TOOLS APPLIED

Customer profile Canvas by Alex Osterwalder

5LM framework

User interviews

Perceptual mapping

Business one pager

## INDUSTRY RESEARCH

Analysing current trends in the industry and close competitor business approaches

### Competitor Research Process :

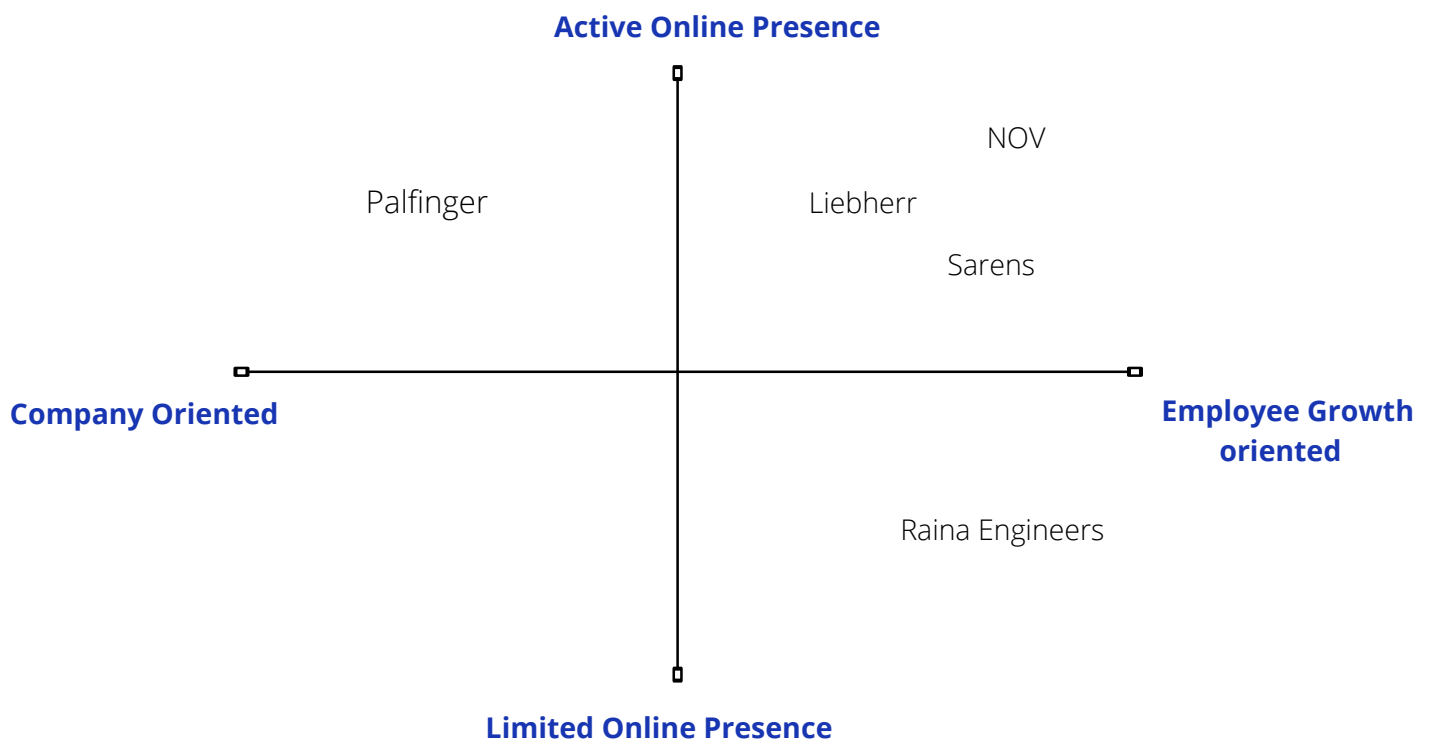
Listing down all competitors	Parameters of the Search	Differentiating Factors	Shortlisting the Top 4
Hiring process, Overall Crane Mfs,	Linkedin, Google Listings, Job Offering websites, company websites.	Methods adopted by the competitors to gain a competitive advantage in the online space.	In terms of importance of the differentiating factors according to us

	Hiring Info	Introductory message for job applicants.	Strong LinkedIn Profile	Blogs, News, Events	Separate FAQs section
Palfinger	✓		✓	✓	
NOV	✓	✓	✓	✓	
Sarens	✓				✓
Liebherr	✓	✓	✓	✓	

## PERCEPTUAL MAPPING

Application of industry-used business tools helps in analysis of the current situation and position of the brand relative to others in the market.

Based on the Competitor Analysis, we were able to identify attributes through which we can understand brand placement and what differentiation can be done as against the other players in the market.



# TRIBE IDENTIFICATION



Tribal marketing is the process of segmenting audiences based on shared beliefs, affinities and interests, instead of clustering by demographics such as age and gender.

Tribal marketing allows your brand to delve deeper into what matters to your audience, the best ways to target them and help you to craft authentic and sensitive content that will resonate with them.

## IF YOUR CUSTOMERS WERE TO BE IN ONE ROOM, WHAT WILL THEY BOND ON?

Finding what interests and common traits do customers bond on, example:



*People talking about sustainability*

### Inferring interests of people



### Clustering interests



Sports enthusiast

Foodie

Faced setbacks

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## TRIBE IDENTIFICATION FOR RAINA ENGINEERS

To identify a Tribe, we did 3 rounds of intensive workshops with the client. In this workshop, we asked questions based on her 'Past & Potential Employees'.

Over a series of workshops, we identified some traits and inclinations of these employees and came up with a tribe for Raina Engineers.

## TRIBE DEFINITION

“

Young ambitious mechanical engineers from tier 3 cities with 2-3 years of work experience and good communication skills who are looking for growth opportunities in their professional career with the willingness to learn and gain knowledge through the mentorship of seniors.

”

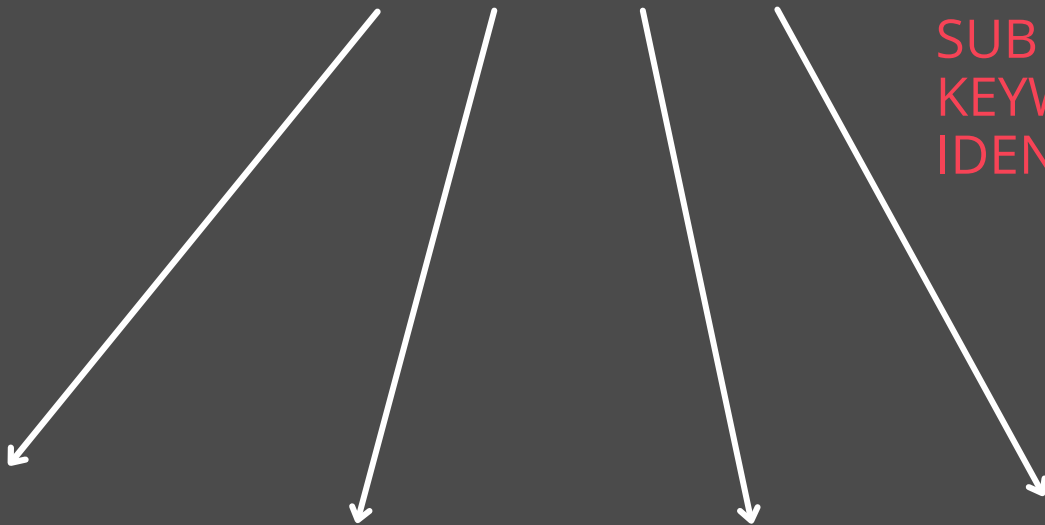


After doing in-depth interviews with their current employees, we transcribed the interviews and harvested them. During this process we identified some keywords that will form the base for hiring campaigns and communication assets, using words the employees shared.

## MAIN KEYWORD IDENTIFIED

# AMBITIOUS

SUB  
KEYWORDS  
IDENTIFIED



Knowledge



Mentorship



Job satisfaction



Opportunities

## COMMUNICATION RECOMMENDATION TO CLIENT:

- Focus on online and offline messaging of *Raina Engineers being the place of growth and opportunities for young and ambitious mechanical engineers.*
- Add touchpoints to your current employee onboarding process in the stages of - Before joining the company and after joining the company.
- Build employee synergy with current through various touchpoints.





# MANGESH PATIL

## PERSONA IDENTIFIED

### Demographics

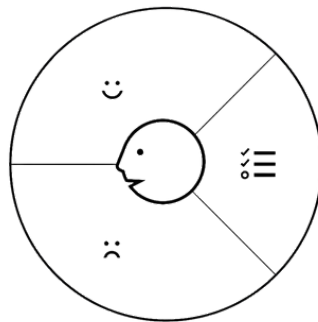
- Late 20s Male ,
- Pune
- Married,
- Mechanical Engineer
- Has 2 to 3 years of prior work experience.

### Tribe identified

Young ambitious mechanical engineers from tier 3 cities with 2-3 years of work experience and good communication skills who are looking for growth opportunities in their professional career with the willingness to learn and gain knowledge through the mentorship of seniors.

### Pyschographics

- Wants to be self-independent.
- Takes stress when given too many responsibilities.
- Updated with respect to general and political news.
- Likes learning software to increase his knowledge.
- Has a clear aim of working in structural design



### Needs

- He wants to work in a company which is in the structural design field.
- He likes being updated and gaining knowledge of various things in relation to his scope of work.
- He wishes that his company focus on employee engagement. being employee centric.
- He is very self motivated to learn.
- He is ambitious to contribute to change.
- He has been actively looking for guidance.
- He doesn't want to be fixed in a box.

### Pains

- He was not getting opportunities to learn at his previous company.
- He is limited to a single software while at work.
- He feels that the HR being company favorable and not employee favorable.
- There was less scope for learning new things in previous companies.
- He is currently not in a position of authority.
- He was concerned with huge travel time previously.
- His previous experiences have been limiting.

### Gains

- He feels one would not have problem adapting to other things if you have experience in structural design.
- He believes in enhancing efficiency and making good use of opportunities.
- He would feel valued as an employee.
- He will be able to channelize his growth mindset.
- He would take pride in contributing to the company and feel like an intrapreneur.
- He would feel content and confident about the decisions taken under his guidance.
- He would be able to contribute to the company as an intrapreneur.

1

## BRAND IDENTIFICATION

- Employee Tribe
- Employee Persona

2

## COMMUNICATION

- Keywords for communication
- Action plan for the execution of messaging
- Communication guideline asset

## INTENTION OF THE BUSINESS PROJECT

At Enterprise the mode of learning is through real-life projects. Enterprise is a one year part time hybrid fellowship program for the youth (18-26) to develop confidence, communication and business acumen to become work and life ready.

## HOW IT WORKS

1. The team brings diverse experience across industries and business verticals.
2. The combination of experienced entrepreneurs plus young students brings dynamism and fresh perspectives.
3. The youth bring a millennial-friendly approach to communication and messaging.
4. We bring the best of business tools and frameworks (like Theory of Constraints, Value Proposition Design, User Research, Design Thinking, Keyword Analysis, Newsletter marketing, Digital Funnel setup, etc) at a fraction of the cost of a regular agency or consulting firm. We can do this as our primary objective is to provide a real-life learning opportunity for our students.
5. We always begin with deep user research and strategic thinking before starting any execution.
6. We empower and handhold the clients in the process to be fully capable of running the process on their own upon the completion of the project.

# MEET THE DREAM TEAM



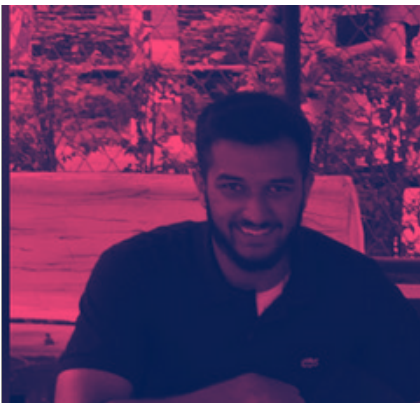
## MRUNMAYEE PADMAGIRWAR

A 24 year old Gen Z doer who is keen on exploring new things. She's a media professional and mental health advocate with a passion for motivating people. Currently she's pursuing her masters in psychology and working as a project catalyst at Enterprise India Fellowship.



## YASH PUROHIT

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## MUSTAFA MALA

Mustafa is a student of BBA from Panchgani and a partner at Enterprise India Fellowship. He likes exploring new things and working on different projects. He is a strong believer in Discipline and balance among many things in life.



# Assets

Consolidated Statement of  
Financial Position (Million Usd)

As at 31 December

2021

2021

Change

Usd

%

## Non-Current Assets

Trade Receivables - net	<b>324</b>	<b>281</b>	<b>800</b>	<b>42%</b>
Financing Receivables - net	<b>487</b>	<b>322</b>	<b>332</b>	<b>16%</b>
Inventories	<b>541</b>	<b>343</b>	<b>276</b>	<b>8%</b>
Investments in Joint Ventures & Associates	<b>221</b>	<b>193</b>	<b>175</b>	<b>3%</b>
Investment Properties	<b>187</b>	<b>193</b>	<b>207</b>	<b>2%</b>
Goodwill and Other Intangible Assets	<b>1760</b>	<b>1332</b>	<b>1790</b>	<b>72%</b>
Fixed Assets - net	<b>1760</b>	<b>1332</b>	<b>1790</b>	<b>72%</b>
Concession Rights - net	<b>1760</b>	<b>1332</b>	<b>1790</b>	<b>72%</b>
Other Non-current Assets	<b>1760</b>	<b>1332</b>	<b>1790</b>	<b>72%</b>
Total Non-current Assets	<b>1760</b>	<b>1332</b>	<b>1790</b>	<b>72%</b>

# Our Super Team

**Aaron Loeb**

Chief Executive Officer  
& Founder



**Olivia Wilson**

Chief Marketing  
Officer

**Rufus Stewart**

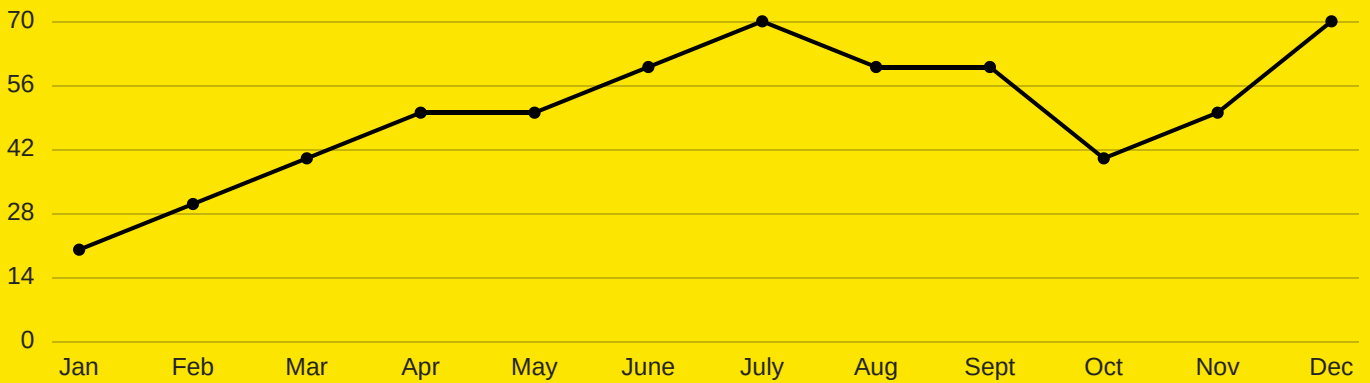
Chief Operating  
Officer



# MONTHLY SALES REPORT 2018

In an essay, article, or book, an introduction is a beginning section which states the purpose and goals of the following writing. This is generally followed by the body and conclusion.

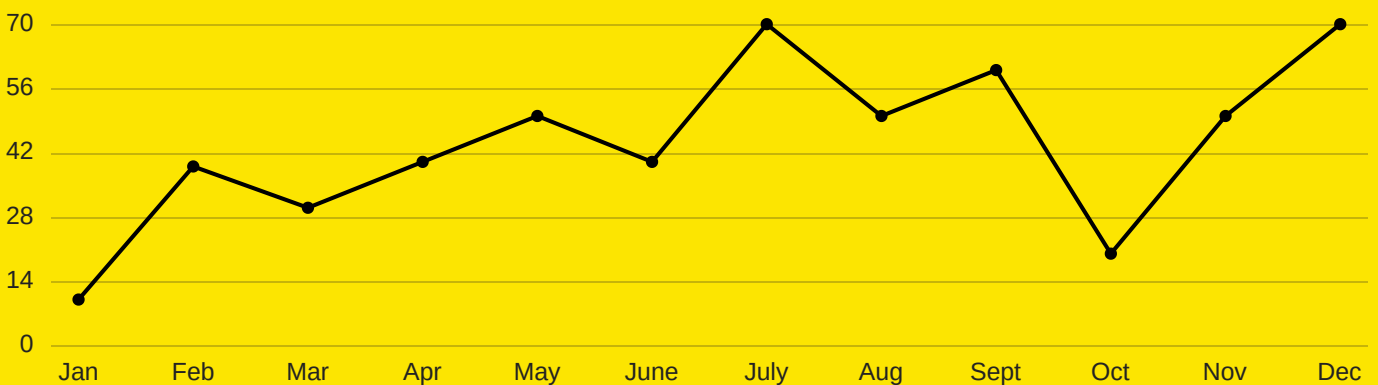
The introduction typically describes the scope of the document and gives the brief explanation or summary of the document. It may also explain certain elements that are important to the essay



# MONTHLY SALES REPORT 2019

In an essay, article, or book, an introduction is a beginning section which states the purpose and goals of the following writing. This is generally followed by the body and conclusion.

The introduction typically describes the scope of the document and gives the brief explanation or summary of the document. It may also explain certain elements that are important to the essay.





## OVERVIEW

In an essay, article, or book, an introduction is a beginning section which states the purpose and goals of the following writing. This is generally followed by the body and conclusion.

The introduction typically describes the scope of the document and gives the brief explanation or summary of the document. It may also explain certain elements that are important to the essay if explanations are not part of the main text. The readers can have an idea about the following text before they actually start reading it.

## OBJECTIVE

A specific result that a person or system aims to achieve within a time frame and with available resources. In general, objectives are more specific and easier to measure than goals. Objectives are basic tools that underlie all planning and strategic activities. They serve as the basis for creating policy and evaluating performance. Some examples of business objectives include minimizing expenses, expanding internationally, or making a profit.



## Financial targets



Clients

\$1,500,000



Subscriptions

\$1,000,000



Digital Partnerships

\$500,000

## Future plans for growth

New app development

\$200,000

Optimization of  
current products

\$200,000



1	[Action Item]	Aside from texts, reports are best filled with charts, graphs and tables to present accompanying numerical data in a clear and easy-to-read manner.
2	[Action Item]	Create stunning reports by identifying the pertinent information you want to share with your colleagues.
3	[Action Item]	Begin your presentation with a cover page that briefly introduces what the report is all about. Give your colleagues additional context to your report by using a section header for some introductory message or background.
4	[Action Item]	Maximize the next few pages talking about the meat of your report. Make it more detailed and informative by coupling your report's textual information with charts, graphs, and tables, helping you highlight the critical details of your report.
5	[Action Item]	Cap off your presentation with motivational quotes to inspire your colleagues to keep pushing forward for a better and more impressionable report the next time you need to make a new one.

## Timeline for Fiscal Year 2026

Monthly / Annual reports are widely used by companies for documenting projects, cash flow and finances, employee performance, marketing strategies, social media strategies, and a lot more. Reports provide detailed descriptions of a company's progress whether it's just for a particular month or the entire year.

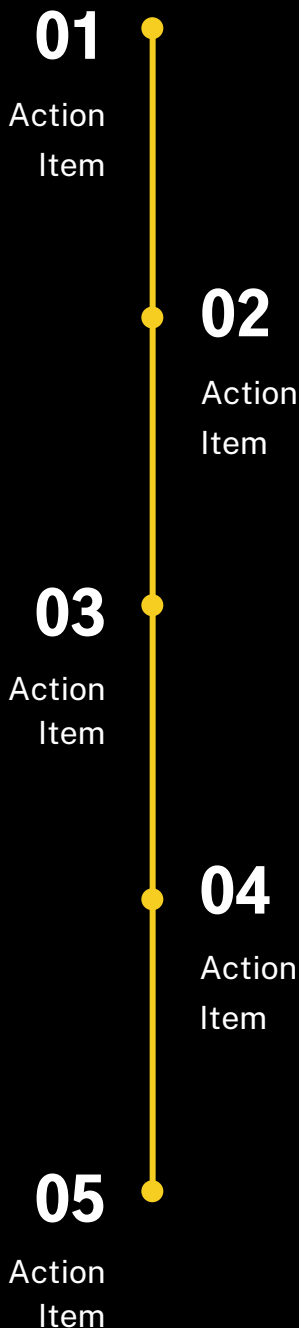
# Financial Statement

for the six months ended December 31, 2025

US\$ M	H2'25	H2'24	YOY change
<b>Revenue</b>	\$456.0	\$345.0	32.17%
A. Revenue Source 1	A. \$152.0	A. \$115.0	
B. Revenue Source 2	B. \$152.0	B. \$115.0	N/A
C. Revenue Source 3	C. \$152.0	C. \$115.0	
<b>Expenses</b>	\$123.0	\$246.0	-50%
A. Expense 1	A. \$40.0	A. \$82.0	
B. Expense 2	B. \$40.0	B. \$82.0	N/A
C. Expense 3	C. \$43.0	C. \$82.0	
<b>Profit</b>	\$333.0	\$99.0	236.36%
A. Profit After Tax	A. \$300.0	A. \$90.0	
B. Profit per share	B. \$3.33/share	B. \$0.99/share	N/A
<b>Dividend per share</b>	\$3.00/share	\$1.00/share	200%

# Timeline

For fiscal year 2026



Monthly / Annual reports are widely used by companies for documenting projects, cash flow and finances, employee performance, marketing strategies, social media strategies, and a lot more. Reports provide detailed descriptions of a company's progress whether it's just for a particular month or the entire year. Aside from texts, reports are best filled with charts, graphs and tables to present accompanying numerical data in a clear and easy-to-read manner.

Create stunning reports by identifying the pertinent information you want to share with your colleagues. Begin your presentation with a cover page that briefly introduces what the report is all about. Give your colleagues additional context to your report by using a section header for some introductory message or background.

# Financial Outlook

For the year ended June 30, 2026

US\$ B	FY'26	FY'25	YOY change
<b>Revenue</b>	789.00	456.00	73%
<b>Expenses</b>	246.00	300.00	-18%
<b>Profit</b>	543.00	156.00	248%
<b>Dividend per share</b>	\$20/share	\$10/share	100%

## Financial targets

**\$1,500,000**

Clients

**\$1,000,000**

Subscriptions

**\$500,000**

Digital Partnerships

## Future plans for growth

**\$200,000**

New app development

**\$200,000**

Optimization of current products

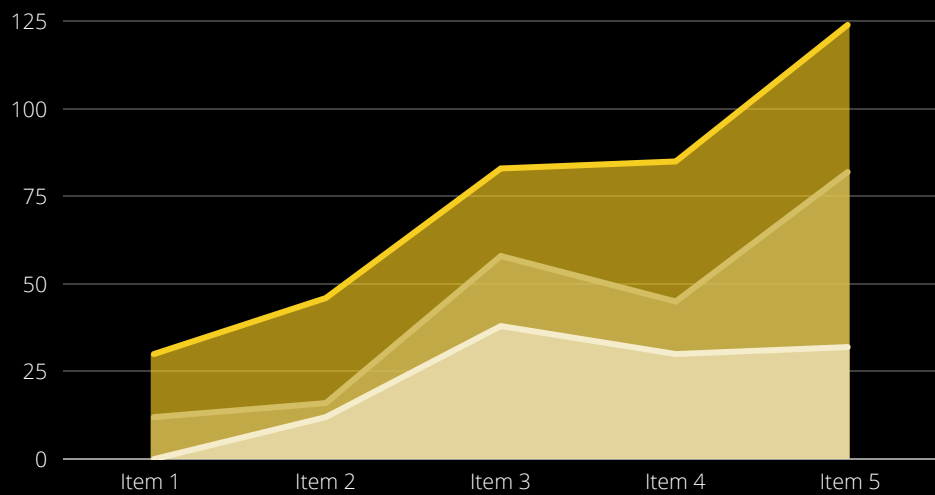


STIPPLE UNLIMITED

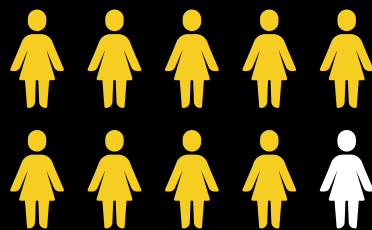
# At A Glance

## \$2,000,000,000

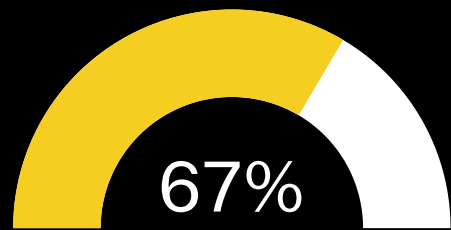
Company valuation (as of Q1 2025)



## Key Successes



Goal 1



Goal 2