

Project Dissertation Report on
**“A STUDY ON SUPPLY CHAIN MANAGEMENT TOWARDS AMAZON.COM,
INC.”**

Submitted by:
Aarush Rohilla
(2K18/MBA/110)

Under the Guidance of:
Mr. Chandan Sharma
Assistant Professor



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042

STUDENT UNDERTAKING

Dated: 21st June 2020

This is to undertake that the work titled “A study on supply chain management towards Amazon.com, INC.”, Project Report is submitted as part of 4th Semester in MBA (DSM, DTU) during January-May, 2020 under the guidance of Mr. Chandan Sharma (Asst. Prof.) is my original work to the best of my knowledge and has not been submitted anywhere else. The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not original, has been duly and appropriately referred / cited / acknowledged. I certify that the final report submitted for approval has a plagiarism level of 17% which is within the guideline prescribed by the department. The Plagiarism report from the department library is enclosed at the end of the report.

Aarush Rohilla



**DELHI SCHOOL OF MANAGEMENT
DELHI TECHNOLOGICAL UNIVERSITY
SHAHNOT-DECENT DAULATPUR, MAIN BAWANA
ROAD, DELHI -110042**

Dated: 10th April 2020

CERTIFICATE

This is to certify that the work titled ‘A study of supply chain management towards Amazon.com ’ submitted by Aarush Rohilla in this project report as part of 4th Semester in MBA (DSM, DTU) during January - April, 2020 was conducted under my guidance and supervision.

This work is her original work to the best of my knowledge and has not been submitted anywhere else for the award of any credits / degree whatsoever. The work is satisfactory for the award of MGT-44 Term Project credits.

**Mr. Chandan Sharma
Assistant Professor
Delhi School of Management
Delhi Technological University**

ACKNOWLEDGEMENT

The completion of this Project Dissertation Report is due to the cordiality of all those who were involved with me in my efforts.

I present my sincere thanks to Mr. Chandan Sharma, for supporting me and being the constant moral support throughout my project. I am lucky enough to get the opportunity work under his guidance.

I sincerely thank all the people involved from the bottom of my heart.

Aarush Rohilla

CONTENTS

<i>NUMBER</i>	<i>TOPIC</i>	<i>PAGE NO.</i>
CHAPTER 1	INTRODUCTION	1-19
1.1	Introduction to the topic	
1.2	Objective & Scope of the Study	
1.3	Company profile	
1.4	S.W.O.T Analysis	
CHAPTER 2	REVIEW OF LITERATURE	20-31
2.1	Distribution Network & Logistics of Amazon	
2.2	Supply Chain management	
CHAPTER 3	RESEARCH METHODOLOGY	32-34
3.1	Data Collection & Research Type	
3.2	Sampling Techniques & Tools for Analysis	
CHAPTER 4	RESULTS & DISCUSSION	35-51
4.1	Data Analysis & Analysis	
4.2	Findings	
CHAPTER 5	CONCLUSION & SUGGESTIONS	52-53
5.1	Conclusion	
5.2	Suggestions	

CHAPTER 6	References	54-55
CHAPTER 7	Limitations	56
CHAPTER 8	Annexure	57-60

CHAPTER – 1

INTRODUCTION

1.1 Introduction to the topic

1.2 Supply chain is the handling of product and services it includes enhancement of storage of raw materials, work stock and finished products from initial junction to final junction. Supply chain consists of its structure, arrangement, handling and verifying of flexibly chain with an aim of making profit.

Amazon.com Inc. is an USA based company founded by JEFF BEZOS. It is the biggest online retailer in the whole world. It initially started as an online handbook platform.

Amazon comprises of different retail nodes all over the world such as countries like China, Spain, Japan, India, Canada etcetera. It also provides transportation facilities with in this nation.

Amazon defeated Walmart in its retailers strength competition in 2015and hence became the biggest internet retailer.

1.2 Objective of the study

The goals of the projects are: -

- to comprehend the working of the different offices in amazon.com, inc ...
- to comprehend the different obligations and obligations completed by every office .
- the study is planned for seeing how an association basically functions in the genuine circumstance .
- to discover the consumer loyalty with the current administrations .
- to know the viability of supply chain the board of amazon.com, inc ...
- to comprehend job of coordination's framework in usefulness of amazon.com, inc ...

1.3 Company profile



Amazon and its extended companies are based from Washington. It expertise's in delivering best in class services and finished products that are innovative and are exceptionally customer friendly some of its products include eBooks, music players, computers software's etcetera thus a complete package for house hold items and for each functional group.

History



Amazon founder Jeff Bezos

The firm came into existence back in 1994. With very limited resources and a single room as its office headquarters. Amazon started its journey with a vision to add a value to internet services.

In September 1994, Bezos bought the URL Relentless.com and quickly thought to be naming his online store Relentless, but company companions and colleagues thought of this name as negative and not Decent for the branding. The organization finally came into existing naming as Amazon.com.

Bezos came up with a word Amazon as it was very close to his heart and reminded himself of his vision to embark upon the journey of becoming a legend in the field of internet services.

The firm started its functioning and traded its first handbook from its online platform-Amazon.com. When the company got public and got listed upon the stock exchange it was a big achievement for Amazon as it could now harness public offerings and clear its pending debt and increase its enterprise value further, listing also meant a general shareholding and participation in Amazon success or failure. This started as a new era for Amazon and it started defeating its opponents by clear margins.

Amazon comprised of 30K workers in 2011 and finished with 1,80,000 workers by 2016

UNIFICATIONS

Venture

- 2008: Engine Yard, an assistance (PaaS) organization .
- 2010: Living Social, a nearby arrangement website .
- 2014: Amazon Announces Additional US \$2 Billion Investment in India in June 2014
- 2016: Amazon Announces Additional US \$3 Billion Investment in India in June 2016

Top functionaries.

- Jeff Bezos, President, CEO
- John Seely Brown, Visiting Scholar and Advisor to the Provost at University of Southern California
- Bing Gordon, accomplice, Kleiner Perkins Caufield and Byers
- Jamie Gorelick, accomplice, Wilmer Cutler Pickering Hale and Dorr
- Judy McGrath, previous CEO, MTV Networks
- Alain Monié, CEO, Ingram Micro
- Jon Rubinstein, previous Chairman and CEO, Palm, Inc .
- Thomas O. Ryder, previous Chairman and CEO, Reader's Digest Association
- Patty Stonesifer, President and CEO, Martha's Table
- Wendell P. Weeks, Chairman, President and CEO, Corning Inc .

Products and services

Amazon provides a wide range of products and services and also facilitates the movement of these product and services all across the globe. Some of its product and services range from, as small as a watch to complex mechanical, electronic equipment. All these product and services has made amazon a very common household name and an industrial word of mouth.



Audible headquarters

Audible is a supplier of sound diversion and equipment's. It also provides e-books and e-journals and magazines. It is the world's biggest maker of online book recordings further amazon purchased audible in 2008 and audile became amazon's auxiliary.

Third-party sellers

Amazon creates its database and enhances its inventory via wide range of suppliers scattered all over the world. Hence amazon acts as a facilitator between the seller and the buyer. Further amazon maintains this link between the buyer and the seller through its online interface.

Additionally small manufacturing enterprises gain heavily from this endeavors as they could reach out to far place buyers through amazon which is unprecedented. Amazon disclosed its strength of merchants with which it deals in 2007.

Also, amazon web services acts as a provider of computer resources such as storage, computing power and computing processes. It also includes varied forms of cloud computing such as IAAS, PAAS and SAAS.

Amazon has earned the capability to compete and innovate in various streams such as IOT and machine learning.

Amazon's technology



Amazon being a technology run enterprise, excels in modern day technology and it provides its esteemed technological innovations to U.S navy. Amazon empowers the U.S govt. with very effective technological and database insights.

Lobbying

Amazon plays a key role in United States development and security. Likewise amazon has a say in govt. functions and decisions various instance have been documented where amazon manipulated its decisions in its favor. Amazon is gaining humongous power in federal bank statements and fiscal policies

S.W.O.T analysis



Strengths

- Being the largest online retailer amazon has huge market reserves and database, hence amazons purchasing power makes it beat the competition easily.
- Being a facilitator Amazon combines the strength of players and adds it into its own strength. People with small enterprises that have become shareholders in amazon are also enjoying the fruits of this great success and this has led to a chain reaction wherein more and more entities join hands with amazon.

Weaknesses

- Amazon still lags behind big logistic company such as FedEx in both logistic culture and expertise.
- Since Amazon has become a large giant it has made functioning and decision making a lot more difficult than a small company.

Opportunities

- With growing technology by each day and with deep pockets amazon can capitalize any new future technology that eliminates its competition.
- With its many distributor's and suppliers amazon can easily access information on customer behavior and buying patterns.

Threats

- With increasing multiplicity of organizations within a domain it has become a grave threat for amazon as each company fights for market share
- In recent years govt. have been emphasizing on cyber security and personal information hence, many regulations and sanctions have been placed upon e retailers.

Conclusion

S.W.O.T analysis is a key differentiating factor and guide amazon on what to do and what to avoid. Further it helps amazon in segmenting areas of target and also segmenting areas of improvement.

CHAPTER – 2

REVIEW OF LITERATURE

Distribution & Logistics Data



- Distribution is a significant action in the incorporated supply chain the executives of ceutical items. To keep up the first nature of ceutical items and respectability of circulation chain, Amazon conforms to pertinent enactments and guidelines, and carefully sticks to Great Distribution Practices and Great Storage Practices .

Its cutting edge offices are intended to agree to USFDA rules. All assembling offices have controlled temperature and relative mugginess, tied down stockrooms for completed merchandise and transportation vehicles to move completed products from the assembling site to the focal distribution center. Amazon guarantees that merchandise are delivered in shut, clean and made sure about vehicles. Every vehicle has GPS to follow and guarantee safe travel .

Focal distribution center is explicitly planned and worked with isolated capacity areas regarding explicit conditions to suit and save merchandise. Completely incorporated innovation and administration meet the quick need of social insurance advertise from assembling to definite deals and result in cooperative energies of income .

Reach

- Cities
- Rural areas
- Isolated islands
- Metropolitan cities
- Smart cities

Distribution

- Warehouses
- Operational headquarters
- Inventory stores
- End Consumers

2.2 Supply chain management



Supply chain is the handling of product and services it includes enhancement of storage of raw materials, work stock and finished products from initial junction to final junction. Supply chain consists of its structure, arrangement, handling and verifying of flexibly chain with an aim of making profit.

Supply chain management is a combination of warehousing, distributing, procurement and planning.

For amazon supply chain management is the backbone of its business and hence enhanced warehousing capabilities and smooth distribution and logistics are key factors.

Strategic level

- Segmentation of items and clients to control arrangement of corporate goals with assembling and conveyance technique .
- Information innovation chain tasks .

- Where-to-settle on and settle on purchase choices .
- Aligning generally authoritative system with supply methodology .
- It is for long haul and needs asset responsibility .

Tactical level

- Sourcing contracts and other buying choices .
- Production choices, including contracting, booking, and arranging process definition .
- Inventory choices, including amount, area, and nature of stock .
- Transportation procedure, including recurrence, courses, and contracting .

Functioning level

- Daily creation and dispersion arranging, remembering all hubs for the supply chain .
- Production booking for each assembling office in the flexibly chain (step by step) .
- Demand arranging and determining, organizing the interest estimate all things considered and imparting the conjecture to all providers .
- Managing stationary, short-dated stock and staying away from more items to go short-dated .

Distribution network

LG Electronics has a wide and very much oversight system of sales reps named for assuming up the liability of conveyance of items to various pieces of the urban areas. The dispersion directs are developed so that the interest of clients is satisfied at the correct spot and the ideal time when it is required by them .

A point by point and efficient conveyance framework adds to the productivity of the sales reps. It likewise prompts low costs, higher deals and higher productivity in this way prompting higher benefits to the firm .

Distribution routes

The different courses figured by LG Electronics for conveyance of items are as per the following :

- Key Accounts: The clients in this class all things considered contribute a huge piece of the all out deals of the Company. It fundamentally comprises of associations that purchase enormous amounts of an item in one single exchange. The Company gives products to these clients using a credit card, installments being made by them after a specific timeframe for example either a month or a large portion of a month .

Models: Small estimated bars and eateries, instructive establishments and so forth .

- General: Under this course, all the outlets that arrive in a specific region or a region alongside its neighboring territories are obliged. The utilization time frame isn't mulled over in this specific course .

Distribution systems

- Indirect dispersion: In roundabout dissemination, an association which isn't a piece of the LG Electronics framework has control on at least one of the appropriation components (Sales, conveyance, marketing and neighborhood account the board)

- Merchandising: Merchandising implies correspondence with the buyer at the purpose of procurement to pass on item advantage, worth and Quality. Salesmen and conveyance staff both have this duty. In specific areas exceptional groups who start a new business areas to explicitly stock our items .

Offices associated with the circulation procedure

The Distribution procedure primarily comprises of three divisions :

- Distribution Department: It selects merchants and builds up a dissemination organize, forms endorsed deal arranges and gets ready solicitations, masterminds coordination's.

Account Department:

- It helps in determining and managing the finances and calculating profit and loss.

CHAPTER-3

DATA COLLECTION

3.1 Research methodology

It involves taking care of exploring and surveying new dimensions so as to segment target areas where new innovations could incubate and bring change. It should be accurate precise and feasible.

It incorporates-

1. Research topics.
2. Examination Problem.
3. Examination Design.
4. Testing.
5. Examination translation of Data .
6. Information strategy.

3.2 Data collections

The system by which the required information is accessed by various means.

Techniques for primary information

- Questionnaire Method
- Schedule Method
- Observation Method
- Interview Methods

Primary data

It is the information obtained by directly approaching the customers through various means example- surveys. This information could gathered by specialized personals with a proper structured teams. This information is the first hand information that is collected by the company itself for investigation gap holes and enhancing its business.

Secondary data -

It is the information which is gathered by others and can be utilized by the company. This information needs to be filtered and required data is to be extracted. Examples- newspapers, internet, social media.

Sampling Design

Testing is vital in light of the fact that it is practically difficult to analyze the whole parent populace (for example the whole universe) different factors, for example, time accessible cost, motivation behind investigation and so forth make it vital for the scientists to pick an example.

Testing Technique: The Project will be non-likelihood inspecting.

Exploration Type: The task will be elucidating research type .

Tools for Analysis

- **Bar Chart**

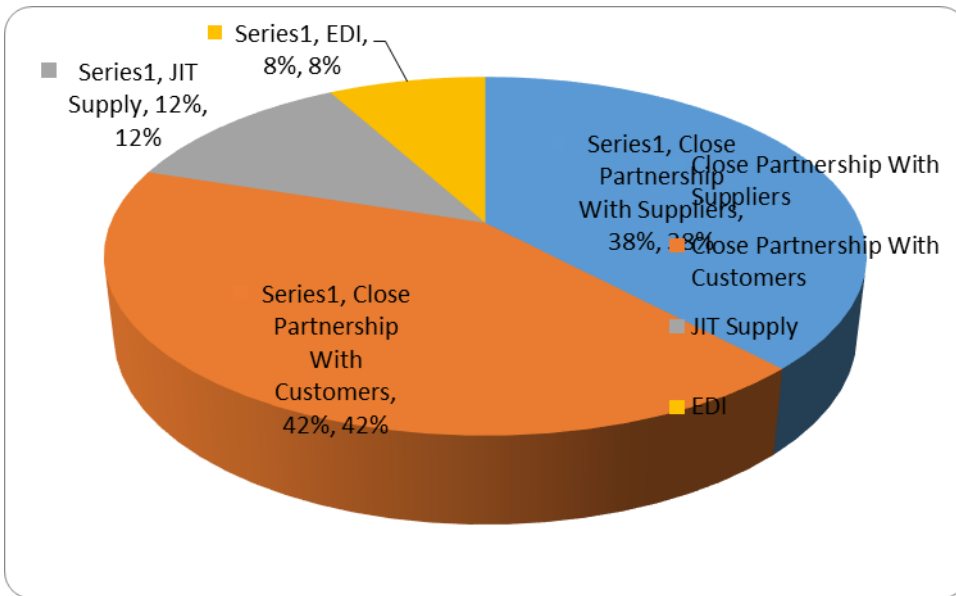
- **Pie Char**

CHAPTER -4

ANALYSIS & ANALYSIS

Q1. How is your supply chain managed ?

Specifics	Total Answers	Proportion
Association With Suppliers	20	38%
Close Partnership With Customers	20	41%
Just in time	7	13%
E.D.I	3	9%
TOTAL	51	100%

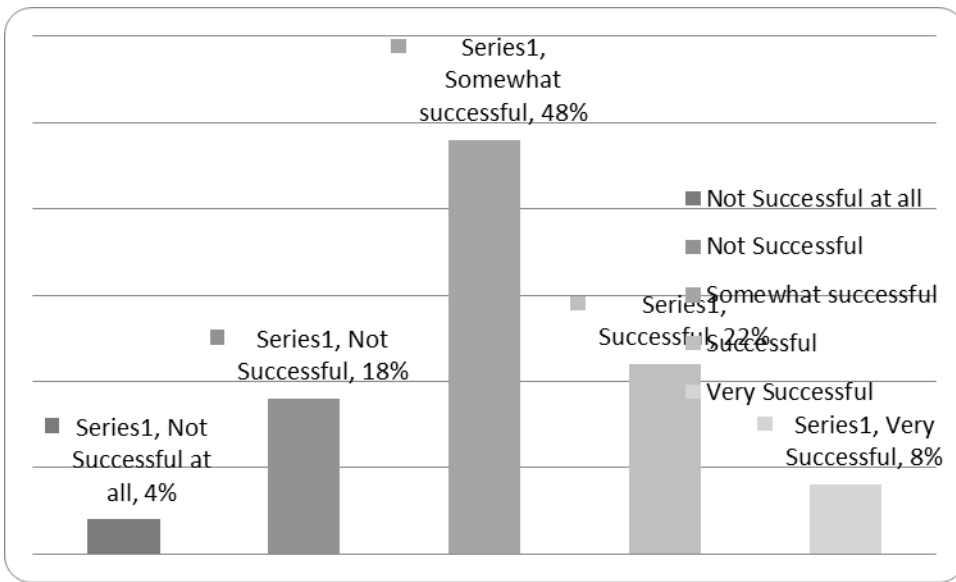


Analysis:

39% people are fulfilled by the association with the suppliers and 41% with customers.

Q. 2. How effectively are you managing your supply chain?

Specifics	Total Answers	Proportion
No Success all time	3	7%
No Success	8	15%
little success	25	50%
Success	10	20%
large Success	3	6%
TOTAL	50	100%

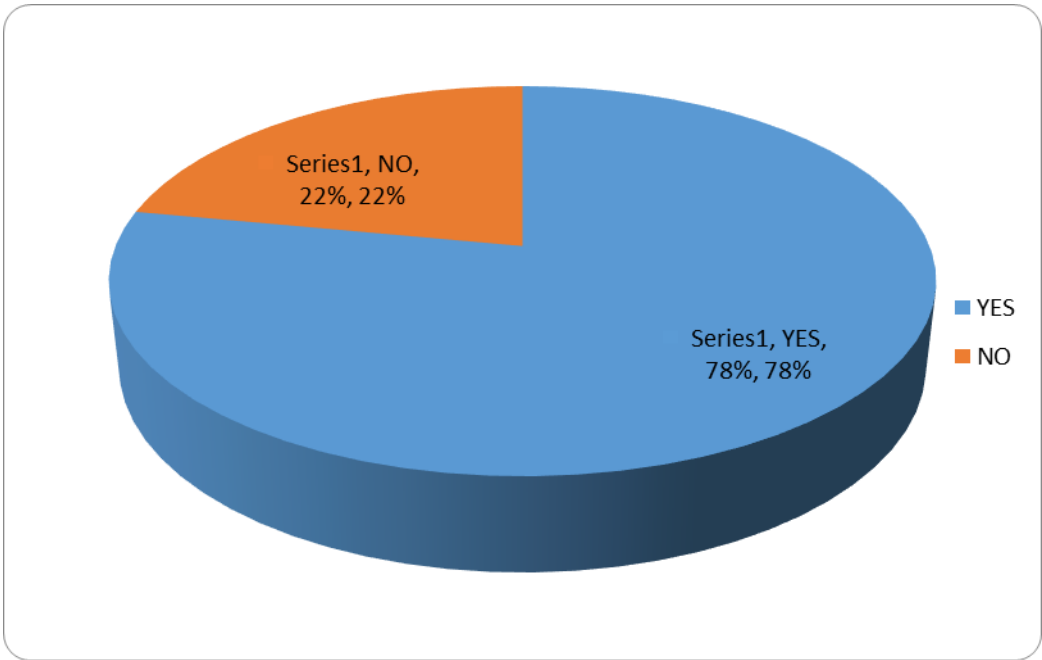


Analysis:

50% of the people think little success and 20% think success.

Q. 3. . Is SCM effective in your firm?

Specifics	Total Answers	Proportion
NO	10	21%
Yes	40	79%
TOTAL	50	100%



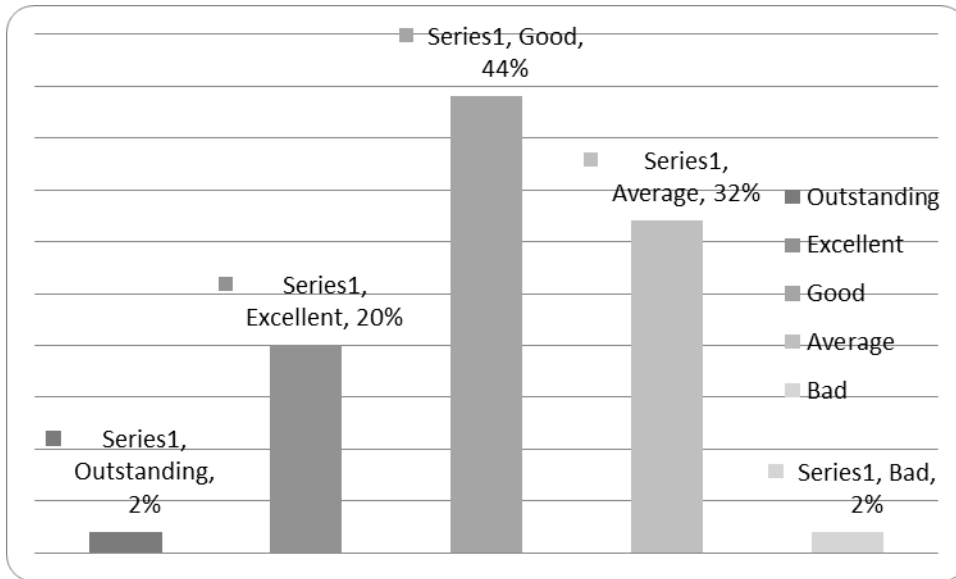
Analysis:

79% of the people fulfilled with SCM and 21% people do not think so.

Q4. Organizational SCM?

Specifics	Total Answers	Proportion
Superb	2	1%
Brilliant	9	21%
Decent	25	42%
Standard	13	36%

Not-decent	3	4%
TOTAL	50	100%



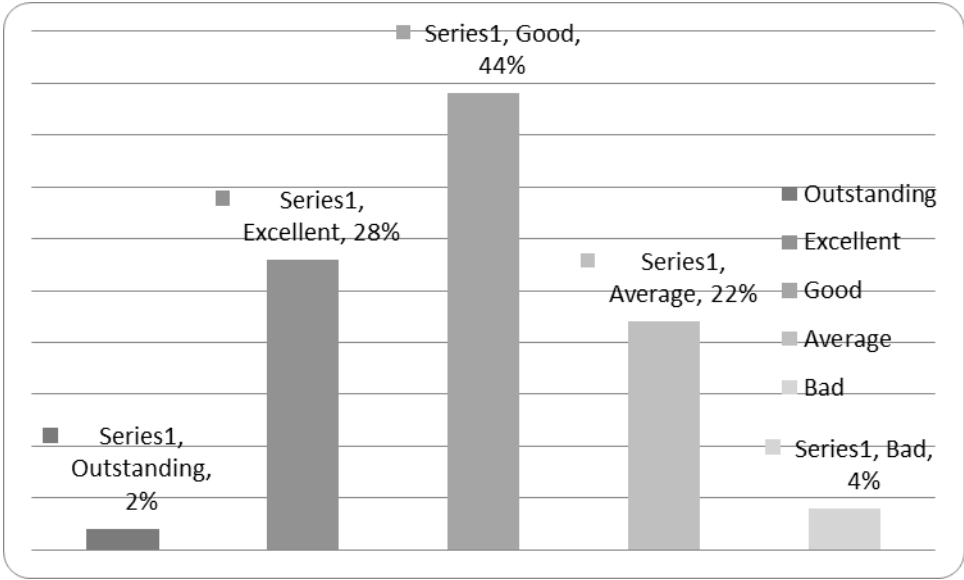
Analysis:

42% people called it decent and 36% think its standard.

Q5. Availability inside the organization?

Specifics	Total Answers	Proportion
Superb	2	3%
Brilliant	15	26%
Good	20	42%
Standard	13	24%
Not-Decent	1	6%

TOTAL	50	100%
-------	----	------

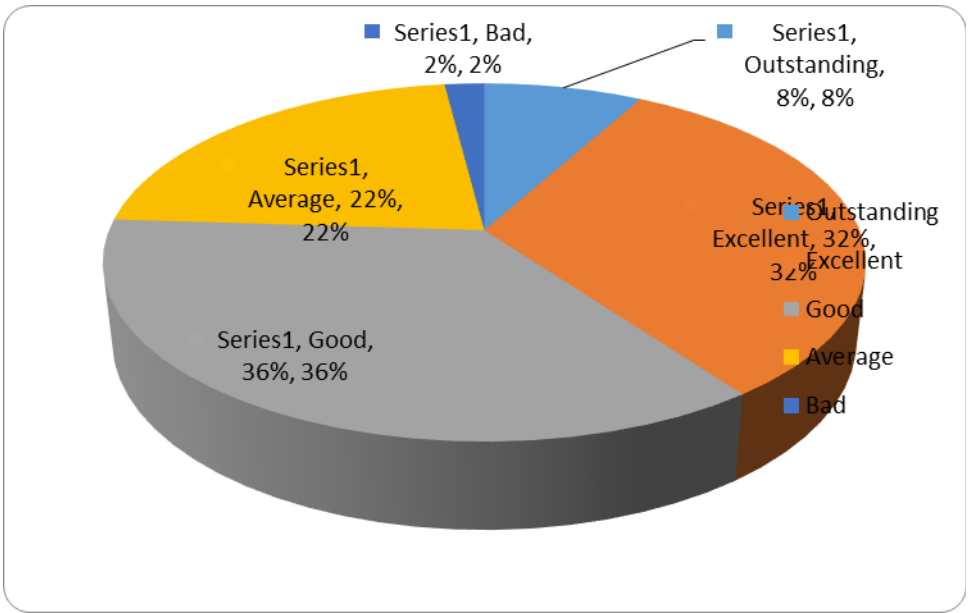


Analysis:

42% think fulfilled by availability and 24% think standard availability and few people think not-decent availability.

6. Facilities of organization?

Specifics	Total Answers	Proportion
Superb	3	7%
Brilliant	17	33%
Good	20	34%
Standard	9	24%
Not-Decent	2	3%
TOTAL	50	100%

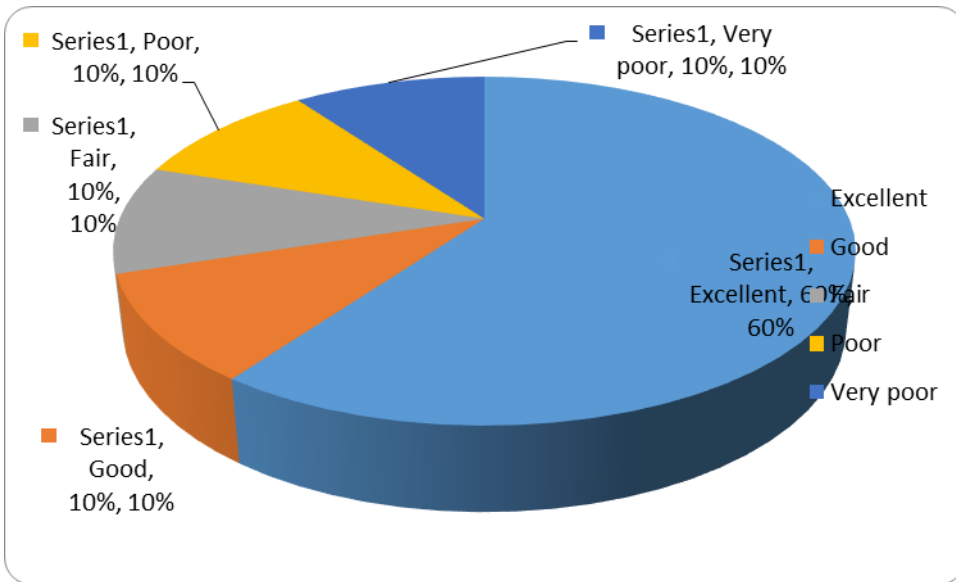


Analysis:

70% fulfilled by facilities and rest not fulfilled.

7. What is the Performance gauge Scheme of Amazon ?

Specifics	Proportion
Brilliant	70%
Good	11%
Standard	9%
Not-Decent	11%
Badly off	9%

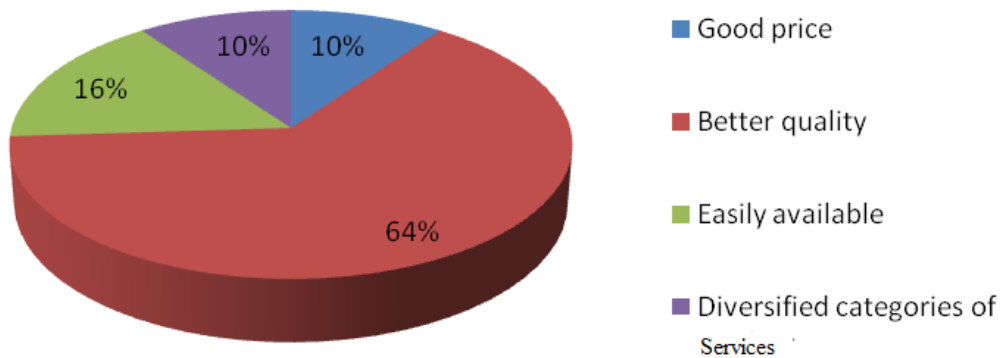


Analysis:

70% people think superb where as 11% thinks standard and 9% thinks badly off.

8. Reason to use Amazon Facilities ?

Specifics	Proportion
Decent price	11%
Better	65%
Easily	14%
Varied	7%



Analysis:

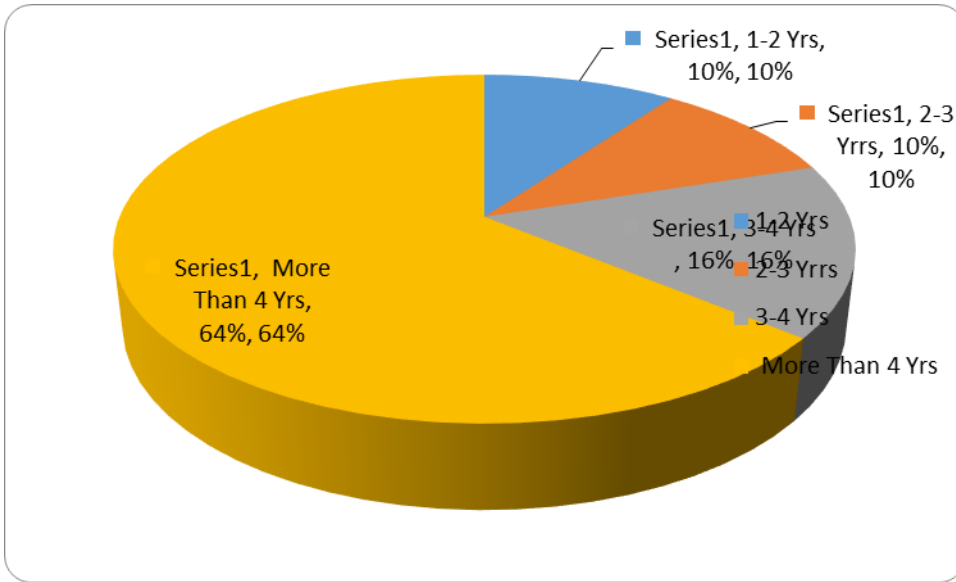
65% people think- respectable

12% people think- varied categories.

9. For how long are you using amazon?

Years	Proportion
1-3 Yrs	9%
3-4 Yrs	11%
4-6 Yrs	15%
More Than 6 Yrs	65%

--	--



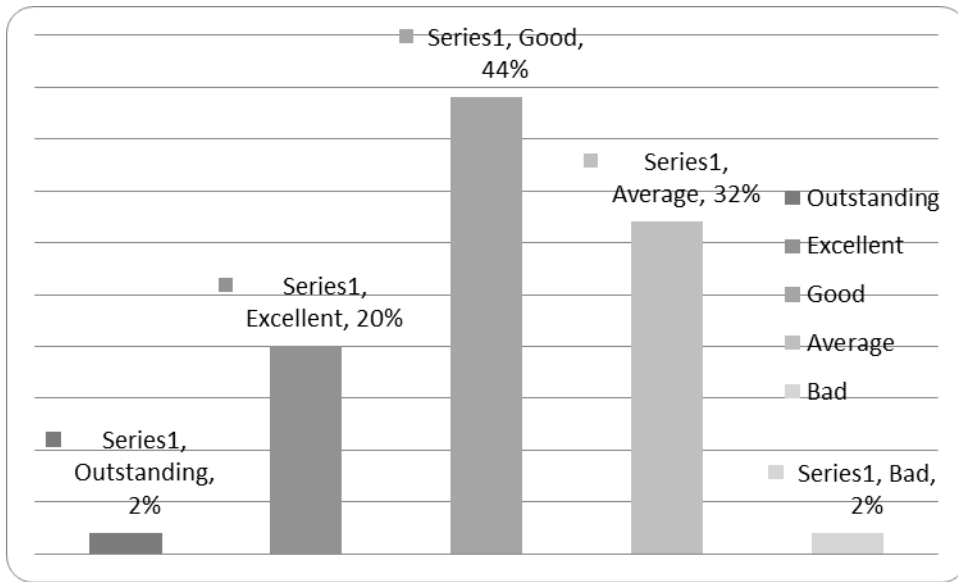
Analysis:

65% people have used amazon for more than 6 years and 11% have used it for 3-4 years.

10. Logistic & distribution Administration of Amazon is?

Specifics	Total Answers	Proportion
Superb	2	3%
Brilliant	11	18%
Good	20	46%
Standard	18	30%
Not-Decent	2	1%

TOTAL	50	100%
-------	----	------

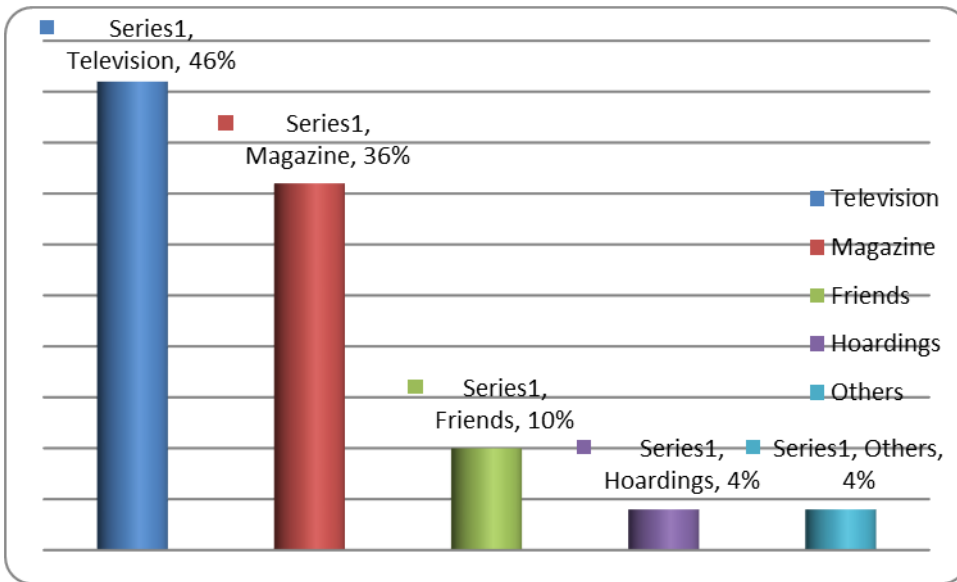


Analysis:

from 50 people, 44% of people says Decent logistic & distribution in Amazon 32% says ordinary and 20% people say exceptional & distribution and 2% says Not-Decent logistic & distribution management .

11. How the Respondent did come to know about the organization ?

Specifics	No. of People	Proportion
Television	23	46%
Magazine	18	36%
Friends	5	10%
Hoardings	2	4%
Others	2	4%
Total	50	100%



Analysis:

- 46% people got to know about amazon through T.V and 36% by magazine and 4% by other methods.

4.2 FINDINGS

- ✓ Amazon gives good logistics in items.
- ✓ Accessibility within Amazon is sufficient.
- ✓ Free waiver schemes doing good work/
- ✓ Condition of items is sufficient .

Analysis:

- • 39% people are fulfilled by the association with the suppliers and 41% with customers.
- 50% of the people think little success and 20% think success.
- 79% of the people fullfilled with SCM and 21% people do not think so.
- 42% people called it decent and 36% think its standard.
- 42% think fulfilled by availability and 24% think standard availability and few people think not-decent availability.
- 70% fulfilled by facilities and rest not fulfilled.

- 70% people think superb where as 11% thinks standard and 9% thinks badly off.
- 65% people think- respectable
12% people think- varied categories.
- 65% people have used amazon for more than 6 years and 11% have used it for 3-4 years.
- From 50 people, 44% of people says Decent logistic & distribution in Amazon 32% says ordinary and 20% people say exceptional & distribution and 2% says Not-Decent logistic & distribution management .
- 46% people got to know about amazon through T.V and 36% by magazine and 4% by other methods.

CHAPTER – 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Supply chain is the handling of product and services it includes enhancement of storage of raw materials, work stock and finished products from initial junction to final junction. Supply chain consists of its structure, arrangement, handling and verifying of flexibly chain with an aim of making profit.

Amazon.com Inc. is an USA based company founded by JEFF BEZOS. It is the biggest online retailer in the whole world. It initially started as an online handbook platform.

Amazon comprises of different retail nodes all over the world such as countries like China, Spain, Japan, India, Canada etcetera. It also provides transportation facilities with in this nation.

Amazon defeated Walmart in its retailers strength competition in 2015and hence became the biggest internet retailer.

Amazon provides a wide range of products and services and also facilitates the movement of these product and services all across the globe. Some of its product and services range from, as small as a watch to complex mechanical, electronic equipment. All these product and services has made amazon a very common household name and an industrial word of mouth.

Additionally small manufacturing enterprises gain heavily from this endeavors as they could reach out to far place buyers through amazon which is unprecedented. Amazon disclosed its strength of merchants with which it deals in 2007.

Also, amazon web services acts as a provider of computer resources such as storage, computing power and computing processes. It also includes varied forms of cloud computing such as IAAS, PAAS and SAAS.

Amazon has earned the capability to compete and innovate in various streams such as IOT and machine learning. S.W.O.T analysis is a key differentiating factor and guide amazon on what to do and what to avoid. Further it helps amazon in segmenting areas of target and also segmenting areas of improvement.

5.2 Suggestions

- ✓ Amazon “provides better logistic & distribution services.
- ✓ Brands and products availability in Amazon is Good.
- ✓ Free waiver schemes are performing great.
- ✓ Standard of items is perfect.

References

Books referred:

- Shuangqin Liu and Bo Wu, Study on the Supply Chain Management of Global Companies
- Skills and Competencies That Supply Chain Professionals Will Need . www.scmr.com. Retrieved 26 July 2017.
- Betty A. Kildow (2011), Supply Chain Management Guide to Business Continuity, American Management Association, ISBN 9780814416457
- Enver Yücesan, (2007) Competitive Supply Chains a Value-Based Management Perspective, PALGRAVE MACMILLAN, ISBN 9780230515673
- David Blanchard (2007), Supply Chain Management Best Practices, Wiley, ISBN 9780471781417
- Colin Scott (2011), Guide to Supply Chain Management, Springer, ISBN 9783642176753
- Carol Ptak & Chad Smith (2011), Orlicky's 3rd Edition, McGraw Hill ISBN 978-0-07-175563-4
- University 100 - SCM World . Retrieved 26 July 2017.
- Master Supply Chain and Logistics Ranking master Supply Chain and Logistics . www.best-masters.com. Retrieved 26 July 2017.

Web sites:

- http://www.amazon.in/b/ref=footer_gw_m_b_corporate?ie=UTF8&node=1592138031
- <https://en.wikipedia.org/wiki/Amazon.com>
- <https://blogs.oracle.com/scm/5-strategies-for-better-supply-chain-management-in-the-current-economy>
- <http://www.supplychainquarterly.com/topics/Strategy/20130306-supply-chain-strategies-which-one-hits-the-mark/>
- <https://www.thebalance.com/strategic-supply-chain-management-2221231>

Annexure

Q1: Is supply chain management having all the address of the developer branches of Amazon ?

- a) Yes
- b) No

Q2: Rate the working strategies of supply chain management department on the basis of the current programs in Amazon ?

- a) Superb
- b) Brilliant
- c) Good
- d) Standard

Q3: Is the supply chain management department is having sufficient transportation ?

- a) Yes
- b) Not sufficient

Q4: According to the current growth process of the organization, which of the following needs much attention and progress to boost the production ?

- a) Operational activities
- b) Tactical activities
- c) Current programming strategies

Q5: Choose the right option, where the supply chain department is facing problem in taking care of the raw material ?

- a) During storage
- b) Packaging

- c) Testing of packaging
- d) Evaluation of defective raw material

Q6: How do you rate the delivery activity of the department ?

- a) Brilliant
- b) Very effective
- c) Good

Q7. How your company needs to do in order to manage its supply chain better in Amazon ?

.....

Q8. What types of systems are currently in use in your company to support Supply Chain Management ?

.....

Q9. How much did you actually benefit from using these systems ?

.....

Q10. Do you have effective supply chain management in your company ?

Yes [] No []

If yes, which process have you used ?

.....

If No, Do you have any improvement ?

Yes [] No []

Q11. How do you manage your supply chain ?

- a. Close partnership with suppliers
- b. Close partnership with customers
- c. JIT supply
- d. EDI

Q12. How successful do you think is your company in managing its supply chain in general ?

- a. Not successful at all
- b. Not successful
- c. Somewhat successful
- d. Successful
- e. Very successful

Q13. Who according to you follow the best branding strategies ?

- a. Amazon
- c. Others

Q14. In a month how many times you visit Amazon ?

- a) Once
- b) Twice
- c) Thrice
- d) More than thrice
- e) as per requirements

Q15. Your shopping experience in Amazon is always !

- a) Superb
- b) Brilliant
- c) Good

d) Standard

e) Not-Decent

Q16. Brands and products availability in Amazon is?

a) Superb

b) Brilliant c) Good

d) Standard

e) Not-Decent

Q17. Discounts and offers served in Amazon is ?

a) Superb

b) Brilliant c) Good

d) Standard

e) Not-Decent

2K18 MBA 110

ORIGINALITY REPORT

17%	1%	0%	17%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Delhi Technological University Student Paper	15%
2	Submitted to Murdoch University Student Paper	1%
3	Submitted to Intercollege Student Paper	1%
4	Submitted to Institute of Management Technology Student Paper	<1%

Exclude quotes

On Exclude bibliography

On

Exclude matches

< 14 words