



Institute of Management, Nirma University

MBA(FT) 2019-2021

Summer Internship

Final Report

May- July 2020

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Purpose of the Report: Report for the final report of the Summer Internship 2020 for the MBA FT 2019-2021 program at Institute of Management, Nirma University

Prepared for: Institute of Management, Nirma University, Ahmedabad.

Submitted to: Prof. Sandip Trada, Institute of Management Nirma University, Ahmedabad

DECLARATION

I, Utsab Chatterjee, hereby declare that this final summer internship report is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Report such as research, analysis and formation of idea is a profound and honest work of mine.

(Signature)

Utsab

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ACKNOWLEDGEMENT

Being marketing as an area of interest, it was a privilege for me to work with **SPORTS365** and increase the skills in different field of Marketing like market research, formation of ideas, problem solving skills, etc. For this, I am thankful to the organization for providing me such a golden opportunity to work with them.

I am thankful to my organization mentor Mr. Bhavya Jain, Senior Sales Manager, Institutional at Live Sports365 E-Retail Pvt. Ltd for his continuous support throughout the internship and was always aware that I am having an ample amount of resources while doing the market research and also accompanying me in few of the framing of ideas for developing the revenue streams

I extend my gratitude to my faculty mentor Prof. Sandip Trada for his regular guidance and supporting me every time whenever needed.

Lastly, I am thankful to Institute of Management, Nirma University for providing me such a wonderful opportunity. It was a nice learning experience for me through my Summer Internship and using all the skills that I had learned during my First Year of MBA Program.

EXECUTIVE SUMMARY

I started the project of building direct and indirect revenue streams for sports365 portal targeted for the K12 segments. Here we were initially told about the project and its whereabouts by our faculty mentor and thus we devised an eight-week storyboard for the implementation of our project. Initially the first week was engaged with market research on current trends in the K12 segment globally and understanding the gaps in our current education system for introduction of new products and services as well as enhancement of the existing products and services. The second week is involved with research on the various revenue streams and accordingly classifying them as independent or outsourced. In the third week ideas were created regarding collaboration with online educational platforms so that K12 segment education can be linked with games creating an engaging experience. The fourth week consists of reviewing of our revenue models in terms of its strengths and weaknesses and implementing changes to make them more robust and flexible. It is followed by the fifth week where ideas are framed regarding integration of online sports coaching and collaboration with sports training centers for increasing the sales and reach of the new products and services. The sixth week consists of design of innovative proposals for shipping models in order to improve the supply chain infrastructure so that delivery speed can be enhanced and cost regarding this whole process is minimized. The seventh week involves understanding the reviews of the customers through various social media platforms and as such changing the long-term strategy. The eighth week involves reviewing the whole process regarding products and services so that these can be launched and improved upon according to the changing context and customer needs.

Hence our company Sports365 has given us a great opportunity to pursue this formation of new ideas regarding revenue streams that has helped us to develop our skills of research and innovation which is required in these changing times of business landscape.

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PART- B

RESEARCH BASED PROJECT

PROJECT: -k12 Schools Sports365 Portal-How to build revenue streams:
Direct and Indirect?

8-week storyboard

1st week: - First we have to do a thorough research on the latest trends in the education market of the K12 schools and understand the gaps in the current education sector that can be fulfilled by our portal

- We have to compare the trends taking the reference of best education system at global level and then introduce products such as experiential learning through online sports etc. which can change the education sector for the better.
- We also have to observe the current products and services (sports kits, uniforms etc.) and would try to enhance them through other value additions.

2nd week: - Next we have to research on the various revenue streams on various parameters and accordingly classify them as independent, that is controlled by us as well as outsourced to vendors or third parties.

3rd week: - we have to tie up with online educational academies such as Vedanta, Byjus and as well as with online coaching centers for preparation of board as well as competitive exams. This can be done through promotion of display ads as well as encouraging parents' feedback on the website

4th week: - We have to see how our revenue model is working and accordingly identify its strengths and weaknesses. This would help us to decide whether other models such as transaction, subscriber model etc. can be modified in order to increase our revenue as well as give better customer experience.

5th week: - The company can now through its portal can integrate with other sports training centers as well as facilitate online sports coaching so that the budding young sports enthusiasts from schools approach the portal for buying of those products and services. This would increase both reach and frequency of the purchases.

6th week: - Now we have to work on our shipping models so that the infrastructure of logistics can

be improved. This can be done by tying up with drone companies for instant delivery as well as distributed warehouses that would increase the speed of supply of its products and services.

7th week: - Also we have to check our customers feedback through various surveys on social media platforms such as Instagram, Facebook etc. that would help to redefine our strategies. Digital marketing along with web analytics tools can help us to understand the ever-changing trends of customers and thus help us to modify our plans in the long run.

8th week: - Finally we have to review the whole process of our revenue streams and see if any changes are needed regarding introduction of additional products and services with the ever-changing demands as well as in technology. This would help us finally to launch our products and services in the market.

1ST WEEK PROJECT

EMERGING TRENDS IN K12 SEGMENT

- **CLOUD COMPUTING SERVICES:** - Cloud computing as a technology has caused a massive transformation in the education sector of the K12 schools. This has caused availability of various services of education courses that are beneficial for the new generation of school children. This has allowed them to access, store and retrieve information from any location and has made the learning process much more efficient.
- **MOBILE DEVICES:** - With time mobile devices are becoming more popular and the development of various applications have necessitated the usage of mobiles even in the lower strata of the society. At global level mobile applications are entering into education sector and now students are equipped with mobiles so that the learning process becomes much more interactive.
- **BRING YOUR OWN DEVICE(BYOD):-** This concept is gradually penetrating the K12 segment as more and more mobile usage is entering in every sector. Students are encouraged to bring their own mobile devices owing to interactive nature of the classrooms and thus it has become a necessity to integrate these functions through various services. Hence the importance of these services is increasing now a days.
- **LEARNING ANALYTICS:** - These types of web tools are used to analyze and understand the learning pattern and behavior of each student. Hence there has been an increasing demand for these types of tools among the k12 segment as it helps to give personalized learning

experience to students. Thus, these applications are becoming an important tool for the educators.

FUTURE PRODUCTS THAT CAN BE INTRODUCED

- Sports365 portal can be equipped with products such as various types of database software which can help the students as well as the educational institutions to store, retrieve and update information of daily operations.
- Products related to analytics can also be introduced in sports365 portal which can help educational institutions to know the learning and sporting needs of each and every student in order to provide personalized services.
- Sports365 portal can also be collaborated with various mobile devices that can help to enhance the educational institutions in effective way through smart learning as well as sports tracking applications.

CURRENT PRODUCTS THAT CAN BE ENHANCED

- Sports365 can invest in building up a separate segment for adventure sports and specifically target K12 schools where students are taken for various expeditions. Sports accessories related to paragliding; horse riding can be sold on this portal.
- Sports365 along with its sports accessories can also collaborate with new portals to deliver news and facts regarding sports that can arouse interest in the students in the sports segment.
- Portal can also be integrated with chatbots so that the customers in the K12 school segment can continuously interact with the company regarding its various products and services. This would ensure efficient operations and better customer experience to the schools.
- Sports365 portal can be collaborated with online webinar systems where students would be toured through various portions of our country and as well as at various significant places in the abroad.
- Portal can also be integrated with online learning courses related to various competitive examinations such as for engineering, medical and other field exams along with videos and facts so that students can become more interested to apply and register for this portal.
- Sports365 can collaborate with industry experts in the education sector which would help the students and the young talents of the country to pursue their careers through self-analysis as well as trending jobs and businesses in the current era.

IMPORTANT CONCEPTS THAT CAN BE INCORPORATED

- Digital Connection
- Online learning
- Virtual tour experience
- Online sports and education consulting services

SECOND WEEK REPORT

SERVICES AND PRODUCTS THAT CAN BE OUTSOURCED TO OUTSIDE VENDORS

- **CLOUD COMPUTING SERVICES:** - These services can be sourced to outside vendors or IT service providers as they have the required technology and expertise in developing such systems for the K12 segment. This would render maximum quality of these services along with helping in the cost-effectiveness of the company. This would also increase the flexibility of the learning process along with ensuring better data security of the users of these services.
- **MOBILE DEVICES:** - The portal sports365 has to be collaborated with mobile companies to ensure supply of reliable mobile devices and other chrome books to the students. This would ensure better learning experience for the students as well as help the company to focus on its core strategy of creating a separate portal for the k12 students.
- **LEARNING ANALYTICS:** -These tools have to be integrated within the portal from the learning and education sector companies who provide customized solutions for the upcoming students. This necessitates long term agreements with the education technology companies in order to enhance the learning process through visual displays as well as instigating the interest in sports through online games.
- **ONLINE DATABASE SERVICES:** - The data base and storage services have to be collaborated with the information technology companies so that they can provide much more robust, reliable and accountable database systems. This would not only help the company to track the changes in the needs of its clients but would also help the clients to store their information in a reliable manner ensuring optimal security.

SERVICES AND PRODUCTS THAT CAN BE CONTROLLED BY THE COMPANY

- **ADVENTURE SPORTS ACCESSORIES:** - The company can open a separate additional segment of sports accessories suited for the K12 segment by collaborating with the retail companies which provide adventure sports items. This can be done by gaining a major stake over them and taking full control of the chain of services of these products. This would help them in value addition of these products and give much better customer experience.
- **INFORMATION DELIVERY SYSTEM:** - The company has to develop a chain of news delivery services within its portal especially suited to the K12 students. This would help them to enable better control over this system so that the company can understand any lags or scope of improvement for further future planning in it. This in the long term would help to provide individualized news to the students according to their interests.
- **ONLINE WEBINAR SYSTEMS:** - The portal can be integrated with online webinar systems which would involve hiring of technical experts in this field and building new infrastructure. This would help the K12 students to get a view of the outside world as well as different significant parts of India increasing their overall knowledge for future competitive examinations. Hence this system of online tour would add to the student's interest and motivation to use this portal.
- **PERSONALIZED CHATBOT SYSTEMS:** - This technology has to be developed and controlled by the portal itself. It would not only help to answer the queries of the students and institutions in the K12 segment but would also help the company to understand the problems and accordingly give personalized recommendations. The adequate management of this chatbot system has to be done by the company so that they can change the long-term strategy regarding their customer expectations.
- **INDUSTRY EXPERT ARTICLES:** - The company has to collaborate with industry experts and academicians in the field of education, sports and other trending topics in the coming times which would suit the K12 students and educational institutions. This feature has to be managed by the company itself for understanding the level of engagement with different topics. It would help the company to change its topics according to the skills demanded at the global level.

3RD WEEK REPORT

SCHEMES TO TIE UP WITH ONLINE EDUCATION COMPANIES

- **COLLABORATION WITH FOREIGN COMPANIES:** - Sports365 portal can be collaborated with online educational companies of foreign countries such as Coursera and Edx so that the resources of foreign countries can be utilized and would raise interest in students of K12 institutions. This would help to increase the reach and frequency of the sports products and other services among these organizations.
- **INTRODUCTION OF ONLINE EDUCATIONAL GAMES:** - Sports365 can create this portal specifically for K12 segments which would involve products and services that arouse interest in the students regarding this portal and would create a lot of engagement through positive feedback. This would help to promote the EdTech companies as well as the portal itself.
- **ONLINE CHALLENGES AND LIVE PROJECTS:** - Sports365 can collaborate with foreign educational bodies to start real time challenging projects that can help the students of K12 to develop creativity and innovative ideas. This would help them to engage more with the website as well as develop in them future age-oriented skills that would help to shape their thinking in the desired direction.
- **SPORTS COUNSELLING PROGRAMS:** - Certain programs related to mentoring and proper guidance of the students in the field of sports can be created on the portal for K12 segment which would help to provide customized offering to the students depending on their interest and engagement with the different offerings. This would help to segment the K12 segment into sub groups resulting in better user experience as well as sustainability of collaboration with online sports coaching institutions.
- **ONLINE APTITUDE GAMING PROGRAMMES:** - Sports365 has to collaborate with online gaming as well as educational companies to jointly integrate and found out innovative software solutions that would help to drive the aptitude skills of the students. This would help them to prepare for future competitive exams as well as for pursuing their career in various fields. Thus, this scheme would help to promote the institutions collaborating with sports365 as well as increase the sales of its products to the niche K12 segments.

TECHNIQUES TO COLLABORATE WITH ONLINE EDUCATIONAL COMPANIES

- **DISPLAY ADVERTISING:** - Here the company can incorporate display advertising of the educational companies on various websites which are mainly searched by the institutions and students of the K12 segments. This would help them to understand the nature of engagement of the clients and naturally they would be able to drive more traffic into their website through personalized contents.
- **SOCIAL MEDIA CAMPAIGNS:** - Sports365 can create innovative campaigns on social media platforms such as Instagram, Facebook etc. among many others in order to advertise about the products of the online education companies so that people develop interest in them to buy and engage with those products. This would increase the sales of those products as well as enhance the popularity of the portal.
- **INFLUENCER MARKETING:** - Sports365 can search for the influencers in the field of education and sports and influence them through mutual collaborations and free samples. This would help to express the message of the company through the influencers who have a huge fan following. This would help to increase the reach of the products to the desired customers in an engaging way.
- **EMAIL ADVERTISING:** - Sports365 can study the clients and their nature of engagement with their platform through web analytics. This would help them to design personalized emails and send them to the desired clients increasing the possibility of conversion and thus helping in the sale of the products and services of the online companies collaborating with the company. Moreover, it also helps to increase the awareness of the company to a wider but selective audience.
- **VIDEO CAMPAIGNS:** - Here the company can design engaging videos on sites such as YouTube with creative campaigns along with celebrity endorsements that can increase the level of engagement among its possible clients. This can be studied through the analytics tools and accordingly continuous change can be implemented at these levels to ensure maximum subscriptions and shares. It would ensure maximum reach among the desired clients as well as help to increase the sales of the products and services thus increasing the amount of revenue.

4TH WEEK REPORT

DIFFERENT PRICING MODELS THAT CAN BE ADOPTED FOR OUR PRODUCTS AND SERVICES

- **COST PLUS PRICING:** - This model of pricing can be used for the sports accessories and kits where the prices would be given depending on the costs incurred in manufacturing of these products. The markup for the purpose of profits would be different for varying subcategories of products. Factors contributing to these different values of markups would be the average level of price in the industry as well as the overall consumer demands.
- **VALUE-BASED PRICING:** - The online education courses offered by the portal for the K12 institutions need to be segmented depending on the demand from various categories of consumers. The classification of consumers has to be done depending on various factors be it demographic, behavioral and technological factors among others. This would help to decide the varying price levels of different service depending on the target consumers of them.
- **HOURLY-PRICING:** - The online counselling services for sports and education can adopt hourly pricing method. Here the service would be available to different categories of students depending on their interests and thus these facilities would be divided depending upon the activity and engagement levels of the clients. This factor would help to decide the hourly prices for each category and thus bring out the maximum revenue for the company.
- **FIXED-PRICING:** - The real time challenges and live projects for educational and sports purposes can be integrated with fixed pricing model. This can be done by thoroughly understanding the costs involved in the development of these software and accordingly these can be provided to the K12 institutions. Moreover, with time the costs of the components among others may vary and thus the company has to adopt a dynamic fixed pricing approach.
- **PERFORMANCE-BASED PRICING:** - The mobiles and other devices which the company may sell in collaboration with education technology companies based on performance-based pricing model. This ensures understanding of the client 'satisfaction level and accordingly they can work on the gaps to make the products or services better.

VARIOUS COMMISSION MODELS THAT CAN BE IMPLEMENTED

- **STRAIGHT COMMISSION:** - The straight commission model can be implemented for products such as sports kits and accessories which are sold through distributors. This would enhance the earning potential of the supply chain resulting in more accessibility to newer

distributors as well as enhancement of the satisfaction level of them. This in the long run would help to spread the network of the products not only at the national but also at the global level.

- **BASE SALARY ALONG WITH COMMISSION MODEL:** - This model can be used for the sales representatives who are promoting through digital channels about the online education courses along with the various additional support services. This would help to increase the accountability of the sales people thus promoting motivation and a collaborative approach with the company's goals. Moreover, the sales representatives promote their time and skills to the full extent to deliver optimum results.
- **REVENUE COMMISSION MODEL:** - This model would be followed for the online counsellors in sports and education field catering to the K12 segment as it is a new field and here the objective of the company is to enter this emerging market and grow at a large scale. This ensures that the right people are attracted to the sales field and distributor jobs so that the company can successfully venture in this new area as well as the top performing sales representatives get the highest pay.
- **GROSS MARGIN COMMISSION MODEL:** - This model can be used for the distributors who are promoting real time challenges and live projects for the K12 institutions and students. It would ensure that they bargain for maximum profit margins thus benefiting the company. Moreover, increasing the perception of greater value among the customers would definitely increase the percentage commission on the profits owing to higher prices. These schemes would also help to motivate the distributors.
- **COMMISSION-DRAW MODEL:** - This model can be implemented for the sales representatives who are promoting the software services corresponding to database and news services. This would help to ensure that the people involved in these jobs get sufficient time to ramp up their skills in order to gain productivity and thus be assured of their draw allowance. The system has to be made simple so that the execution can be done in a smooth manner.

5TH WEEK REPORT

STRATEGIES TO COLLABORATE WITH SPORTS TRAINING ACADEMIES

- **INNOVATIVE PRODUCTS:** - Company has to develop innovative products by incorporating various types of ideas as well as understanding the latest designs. This would ensure better products and thus attract the interest of the various sporting companies. Moreover, these products would incur a huge volume of sales owing to their comforts not only to professional players but also students in the K12 segments.

- **TALENT SELECTION PROGRAMMES:** - Company can collaborate with various sports training institutions to select students from K12 institutions. This would help to ensure that the right talent get the right place in the sports domain and increase the growth of the sports industry. Moreover, in the long term it would also attract various sports centers to collaborate with the company.
- **INCORPORATION OF TECHNOLOGY:** - The company may collaborate with various high technology companies to modify its products according to the latest trends. This can incorporate various types of advanced materials which would bring flexibility and comfort to the players of various sports domains. It would also help to increase the value of the products in the market and successful integration with the sports academies.
- **TRADEMARK PROTECTION:** - Company can develop trademarks of its products exclusively for K12 segments. This has to be done in a rapid and cost-effective way so that the company can gain an exclusive recognition in this sphere. Moreover, it would also help them to scale their operations both at the national and the global level. This in the long term increase the interest of various sports academies to collaborate with the company in the K12 segment.

STRATEGIES TO COLLABORATE WITH ONLINE SPORTS COACHING CENTRES

- **ONLINE SCHOLARSHIP PROGRAMS:** - Company can integrate with online sports coaching centers through large scale scholarship programs. This would ensure that maximum number of students from K12 segment participate and contribute to the engagement levels in the platform. This would ensure optimal number of students to be selected for those courses as well as attract interest from these online sports coaching institutions.
- **FITNESS DRIVE PROGRAMS:** - Company through its exclusive portal for K12 students can initiate fitness drive campaigns such as cycle racing and other exercise programs on a mass scale exclusively for the students of K12 segments. This would ensure increase of awareness and interest among the students as well as also increase the chances of collaboration with online sports training organizations owing to large and selective group of students interested in sports activities.
- **FUNDING FOR SPORTS EXCELLENCE:** - Company can start funding certain specific universities at the national level in a small scale which are internationally recognized for the purpose of developing excellence in terms of infrastructure and related facilities for sports.

This would ensure that the online sports coaching centers would try to collaborate with the company for gaining access to these universities and thus increasing their revenue.

- **TECHNOLOGY DRIVEN RURAL CAMPAIGNS:** - Company can develop mobile apps exclusively for the rural students of the K12 segment. This would help to access the highly unexplored rural sports market as well as help in promotion of sports and fitness in this unorganized segment. This would ensure that online sports coaching organizations collaborate with the company so that the rural youth market can be tapped as well as bring about a favorable environment for the rural students in K12 segment.
- **PARTNERSHIP WITH INDIAN SPORTS LEAGUES:** - Company can develop various types of alliances with the growing number of sports leagues in India. This would ensure maximum no of people from especially youth segment of the K12 segment to buy products and services from the portal. This would ensure in the long term that online sports coaching institutions collaborate with the company and thus facilitate the growth of sports culture in India.

6TH WEEK REPORT

DIFFERENT STAGES OF LOGISTICS THAT HAS TO BE IMPROVED

- **PROCUREMENT LOGISTICS:** - This is the part of logistics that deals with the procurement of the raw materials from the vendors. It can be improved by consolidating with just-in-time production (JIT) that enables the purchase of optimal quantities of components at the right time. This step would ensure that the inventory costs are reduced and moreover appropriate risk management policies would also have to be put in place to ensure efficient operations of the process.
- **PRODUCTION LOGISTICS:** - This is the section of the logistics that deals with the packaging and management of the raw materials related to the process of production. This can be enhanced by proper classification of the various tasks and accordingly identifying whether to outsource them to other reliable agencies. This would ensure that the costs of production be minimized as well as reliable products are delivered to the later stages.
- **SALES LOGISTICS:** - This is the part of the logistics which is involved with delivery of the finished products from the warehouses and distribution points to the wholesalers and retailers. This can be improved by introducing Big data software which would be able to estimate the demand of the forthcoming periods and accordingly would give possible solutions regarding the delivery of the right quantities of goods to the wholesalers and retailers.

- **RECOVERY LOGISTICS:** - This section of the logistics deals with the recycling and recovery of the parts that have been left apart such as packaging, containers among other things and using them for other purposes. This can be improved by initiating various strategies related to return and repair policies regarding customers which can help to improve the competitive advantage as well as forming better collaboration with retailers by giving them liquidation allowances.

INNOVATIONS THAT CAN ENHANCE THE LOGISTICS SECTOR.

- **IOT, BIG DATA AND AI:** - The IOT technology can be used efficiently in the logistics sector by building intelligent structures and infrastructure throughout the supply chain network. This would reduce the human intervention at the lowest level and would enhance the level of suitable communication at each and every stage of the chain. Hence the concept of artificial intelligence has to be incorporated to make the system much more efficient and robust.
- **3D PRINTING:** - The concept of 3D printing or additive manufacturing integration with the supply chain and the logistics system can bring about a great change by bringing the upstream supply chain to in-house rather than sourcing to other third-party suppliers. Moreover, it would also help to create a mutual balance among low cost labour, lower transportation and inventory costs as well.
- **ROBOTICS AND AUTOMATION:** - The supply chain and logistics system are undergoing a rapid transformation in the times of automation. This is owing to the shift from manual labour to e-commerce logistics models of business. Hence the importance of robots and other forms of automation has increased in the warehouse management. This is increasing the efficiency of the logistics at a rapid rate and thus reinforcing the workers to develop new skills to cope with this huge change.
- **BLOCKCHAIN:** - The concept of blockchain has emerged in the new technology era and thus necessitated the use of it in the field of logistics. This has helped to record the various data related to multiple transactions to be stored in a distributed network of computers. In the long term blockchain technology helps to reduce the costs through paperless transactions as well as creating an environment of accountability and compliance thus helping in improvement of the efficiency of the whole system.
- **DIGITAL LOGISTICS MARKETPLACES:** - The advent of the digital age has resulted in emergence of online marketplaces that has created much efficiency in the transaction process of the whole supply chain management systems. This concept of digital marketplaces can be used for road freight, warehouse and other components of the logistics systems so that there is

transparency as well as high cost savings. The supply demand mismatch is reduced and the assets are better utilized for the desired purposes through this technology.

7TH WEEK REPORT

METHODS TO INCREASE CUSTOMER BASE FOR K12 SEGMENT

- **FREE NEWSLETTERS:** - Company can design creative newsletters and can station them at various locations such as K12 institutions, toy shops, book shops among others. This would not only make the customers aware of the new portal and its associated features but would also raise the interest of them in searching and buying new products and services from this portal. Moreover, these newsletters can be sent through both offline and online mode to enhance the reach and frequency.
- **ONLINE SURVEY FORMS:** - Here the company can build an online survey form for each and every customer who enter the portal and do various kinds of engagements ranging from buying of products and services to visiting other web pages among others. This would definitely help the company to understand the customer experience as well as level of satisfaction regarding various features. Hence the company can accordingly modify the features to suit the changing customer demands and industry trends.
- **CUSTOMER SUPPORT SERVICES:** - The portal can be integrated with excellent customer services. This would ensure that the customers irrespective of the number of orders purchased can get better customer support experience. In the long term this would enhance the word of mouth from one customer to other people increasing the customer base. Customer relationship Management (CRM) software can also be used to track previous customers thus helping in targeted communication to the repeat customers.
- **WEBSITE CONTENT:** - The website corresponding to the portal has to be dynamic in nature with the latest updates. These facts and information can be related to the latest business news and industry trends and would thus make people aware of the latest topics as well as create interest in the portal. Moreover, fresh and updated content also help the search engines to access the portal and present the information to the clients with much ease.

METHODS TO RECEIVE FEEDBACK FROM CUSTOMERS

- **LIVE CHAT:** - The portal for K12 segment can be integrated with live chat systems. This would help the clients to easily give their feedback in a much efficient manner. It would enable faster communication with the customers with the support team along with minimum complexities in it. The common problems with the clients can be understood

through this feature and immediate responses can be given that increases the customer experience.

- **SOCIAL CHANNELS:** - Social channels can be used to understand the customer feedback about our products and services. Channels such as Twitter, LinkedIn and Facebook and online discussion forums like Reddit and Quora help us to find out the ongoing discussions about the company, products and services among the prospective and existing customers. Online discussions with the customers would help to solve their queries in these platforms and would ensure lasting relationships with the clients.
- **POLLS AND SURVEYS:** - The company can initiate polls and surveys through software “Survey Anyplace” which would help to create interesting and engaging content. This would create interest in the customers to initiate the process of filling the forms according to their interests and behavior. These surveys can be forwarded through emails to enhance the reach. Hence the company can get adequate information related to the customer needs and accordingly modify their product and service developments.
- **MONITORING OTHER SITES:** - The company can initiate monitoring of the websites such as “Capterra” and “GetApp” to get a better interpretation from the ratings, opinions and queries of the people. This would help the company to understand the deficiencies and strengths regarding features of the portal catering to the K12 segment. Hence the various software and other tools catering to these sites would help to understand the changing needs of the customers.
- **UNDERSTANDING ON-SITE ACTIVITY:** - The website activities can be tracked by various software which would help us to get a lot of data on feedback from customers. This would help to understand the level and nature of activities of the customers on particular web pages as well as help to understand the most searched issues in the FAQ section. This would help the company to modify its features and increase the customer base in the long term.

8TH WEEK REPORT

KEY INDICATORS TO REVIEW THE DIFFERENT REVENUE STREAMS

- **SALES GROWTH:** - Sales growth is one of the important indicators of understanding progress in the different revenue streams. This is found out by calculating the difference of two sales figures corresponding to two continuous years divided by the previous year sales figure. The results depicted help to trace the level of growth of purchase of goods and services in

terms of percentage and thus can aid in deciding corrective actions in order to ensure growth at the optimal level.

- **INCOME SOURCES: -** This feature helps to understand the various sources of the revenue streams and then proper classification of them according to revenue per service and services. It would help the company to identify the prospective segments that are drawing much more audiences and increasing the sales. Hence the business model can be reformed at a continuous pattern and this would necessitate monitoring at each and every levels of the organization.
- **REVENUE CONCENTRATION: -** This key indicator helps to understand the quantity of revenue concentrated in the hands of few or diverse clients. In other words, company has to modify its customer portfolio so that there is diversification of the revenue among more and more clients in the coming times. The monitoring of this performance metric helps to devise a much better plan in terms of reducing the risk of decrease in income levels.
- **PROFITABILITY OVER TIME: -** This index helps to identify the trend of graph of profit with respect to time and thus helps the company to track the problems that are going on in its profit base. The company can then take measures over time such as identification of better clients, reducing unnecessary expenses and also by increasing prices of the products and services to gain a better profit margin. All these measures would go a long way in enhancing the business performance of the company.

METHODS OF LAUNCHING OF PRODUCTS AND SERVICES

- **ORGANIZING A PRE-LAUNCH EVENT: -** Here a pre-launch event can be organized before the actual launch of the products and services of the portal. This can be done through various sort of activities starting from contests, video postings and giving of creative ideas. It would help the company to incite a curiosity and excitement in the prospective customers thus enabling a widespread word of mouth to other people. The company would benefit in the short term regarding its sales of products.
- **INCREASE ORGANIC VISIBILITY: -** The company has to develop a better search engine optimization (SEO) methodology in order to provide better communication to the prospective and existing clients. Good content in the websites along with selection of appropriate keywords, metawords and metatitles would help the search engines to display the portal to the appropriate people who are searching for those products and services. Thus, better targeting regarding launch of new products and services is achieved.
- **CREATION OF SHAREABLE CONTENT: -** The company can share various contents regarding its business and the trends in industry along with the launch of new products and

services. This can be done through various forms such as blogging in business website to videos in social media platforms such as YouTube, Facebook, Instagram among others that would help the content to become more aware among maximum number of people. This in the long run would help in better ranking of the website as well as arouse interest among the desired buyers.

- **REMARKETING:** - Remarketing strategy is required not only to have a great impact on the clients but also to enable higher conversion rate among its clients. This necessitates keeping engagement with the existing customers through newsletters and other social media platforms. At the same time new customers have to be acquired through getting their contact information and development of a good relationship in the long term. These approaches would help the company to grow in the long run.
- **RECOMMENDATION SYSTEMS:** - Here the company through the word of mouth can enhance the customer base of its clients. This would require an incentive or recommendation system which can be enforced through distribution of freebies or other discount coupons to the clients in exchange for giving suggestions to their friends or relatives .This would help the company to increase the popularity of the portal and thus make more people aware of the new products and services on the portal.

PART- C

LEARNINGS

The various learnings that we received from this project are as follows: -

- Scheduling of a particular project and breaking it down into sub parts through innovative approach has learned by me which helped us to understand to delve into the given problem and thus understanding its various parameters.
- This project also helped me to understand about the latest trends in the education field and along with that it has helped to develop our innovation in the direction of linkage of sports with education sector. It has also helped me to link the future trends with the present design of products and services.
- Understanding of the different channels of marketing and classification of them as controlled or outsourced has been learned through thorough in-depth research as well as the context of the problem. This has also developed in us the ability to implement the right channels of distribution of products.
- The concepts of collaboration with online educational and sports coaching companies has been developed and ability to develop the schemes and strategies regarding these integrations with the companies has developed in us owing to the critical nature of the problem in the given scenario.
- The concept of understanding of the various commission models as well as the various sales structures and their application in different situations helped to develop the skills of understanding of different pricing models to various industries.

- A complete understanding of the strategies and their appropriate application in collaboration with online sports coaching centers as well as sports training academies is being learnt through this program which helped us to refine our mind for formation of strategies in order to achieve the desired objectives.
- The understanding of the various sections of logistics and their appropriate developments related to the given project has also been understood by this project. Moreover, this work has also helped us to understand the various latest innovations in the supply chain management system and their adequate level of applications corresponding to the K12 segment.
- This project has enabled us to research and understand the various methodologies to increase customer base and how it can be applied in the particular K12 segment to have a sustainable business in the long run. Feedback procedures from clients have been researched upon and the optimum alternatives have been selected to make much more feasible revenue streams.
- The final week work has enabled us to understand the methods of launching new products and services in new as well as existing markets and applying them in the context of the new portal. Moreover, it has also helped us to understand the performance indicators that help to analyze the revenue streams and accordingly take reforms for the business. This would go a long way in developing an innovative portal for our respective business.

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