



**INSTITUTE OF MANAGEMENT**

**NIRMA UNIVERSITY**

**SUMMER INTERNSHIP REPORT**

**BUSINESS DEVELOPMENT FOR AIRCRAFT MAINTENANCE  
ENGINEERING COURSE VIA BRAND AWARENESS**



**FACULTY MENTOR: PROF. KRISHNA KANABAR**

**COMPANY MENTOR: SWATI CHOUDHARY**

**SUBMITTED BY: SALONI PARIKH**

**ROLL NO.: 191243**

**MBA FT 2019-21**

**DATE: 5<sup>th</sup> JULY, 2020**

## ACKNOWLEDGEMENT

---

In today's world, merely having a degree is no guarantee of employment, nor is it a reliable indicator of the individual's competence in a job. Rather, graduates must have current and relevant knowledge, practical experience, soft skills and a positive attitude to allow them to be competitive in the job market. They must possess the necessary knowledge and skills before they go out into the working world. In line with this, the Summer Training component of the program constitutes a vital component in the drive to strengthen the key competencies required to improve the graduates' ability to work.

I have taken this Summer Internship as a great opportunity to build my career in the corporate world. I take the opportunity to express my gratitude to all of them who in some or the other way helped me to accomplish this challenging project in ACAPL. No amount of written expression is sufficient to show my deepest sense of gratitude to them.

I would like to thank ACAPL for giving me the opportunity to work as a Marketing Intern on a project which comprised of "Business Development for Aircraft Maintenance Engineering Course via Brand Awareness". I would like to extend my gratitude to Mr. Dhruva and Mrs. Swati for providing me timely feedback on my work and the entire support staff at ACAPL for solving all the technical and non-technical queries.

Finally, I thank my Institute, which has given me an opportunity to develop my skills and giving me the opportunity to showcase them in the professional world.

## **EXECUTIVE SUMMARY**

---

This report gives a detailed insight into the work done as a Marketing Intern at Academy of Carver Aviation Pvt. Ltd. (ACAPL) during the 8 weeks Summer Internship program (SIP) from 10<sup>th</sup> April 2020 to 15<sup>th</sup> June 2020.

We start by introducing the company, getting to know what ACAPL is all about, understanding the background and the potential in the future of the company. All the courses offered have been categorically mentioned in the document giving us an idea into the working and functioning of ACAPL.

Then we shift our focus to all the work done under my mentor at ACAPL, giving information regarding the Project I worked in. I was working in a two member team having the objective of Business Development for Aircraft Maintenance Engineering Course via Brand Awareness

We used various advertising techniques using both traditional and Digital Media mostly social media to promote & propagate the Aviation Industry and ACAPL.

Then we move to the part mentioning the research that we conducted in various other similar institutes as ACAPL to do the analysis of the current scenario of Aviation Industry and making suitable suggestions and recommendations to the ACAPL based on the results.

We conclude this report by giving our findings based on the experience at ACAPL and giving appropriate suggestions.

## **Introduction**

Academy of Carver Aviation Pvt. Ltd. is a 25 year old school and is one of the best flying schools in India that provides courses like pilot training, Aircraft Maintenance Engineering and many other services. It comes under the Aviation Industry. It was established on 19<sup>th</sup> August, 1995 and is located in Baramati, Maharashtra. It is a DGCA approved flying school and was the first flying school in India to receive ISO 9001-2008 certification. It has 8 aircrafts for providing flying training and 4 aircrafts on the ground for learning purpose.

I interned in the marketing department of the organization. The marketing team of Carver Aviation consists of 3 people and then there are interns who work under them. The marketing team of Carver Aviation like that of any other organization is mainly responsible for the promotion of the services it can provide in terms of courses for reaching out to its prospects and most importantly for creating a positive brand image in the minds of people. The factors which differentiate the marketing teams of different organization are the activities which they do in order to market their products or services to the people.

The marketing team of Carver Aviation uses both on-field and digital marketing techniques. It believes that Digital Marketing is the trend in today's world and one which cannot be ignored. Today's generation is very active on various platforms of digital marketing and therefore it is necessary to be active on social media and other trending apps and ensure that the organization is very well presented in a positive light. It does activities like email marketing campaigns, posting on social media, writing blogs and many such activities. But not only does digital marketing play a role but the organization feels that physical marketing which includes personal contact always has an effect on the customers. So it also does activities like calling to its prospects in order to ensure that it can properly promote its services and also so that people feel that they truly matter to the organization.

## **Courses offered**

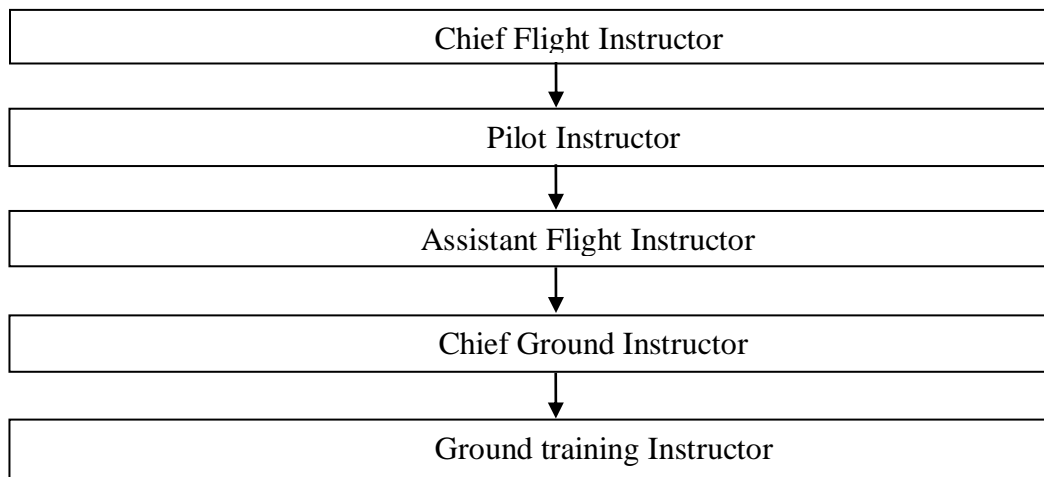
- Commercial Pilot Training
- Commercial Pilot License with Multi Engine
- Private Pilot License
- Instructor Rating
- Instrument and Night Rating
- Aircraft Maintenance Engineering

## **Reasons to Join**

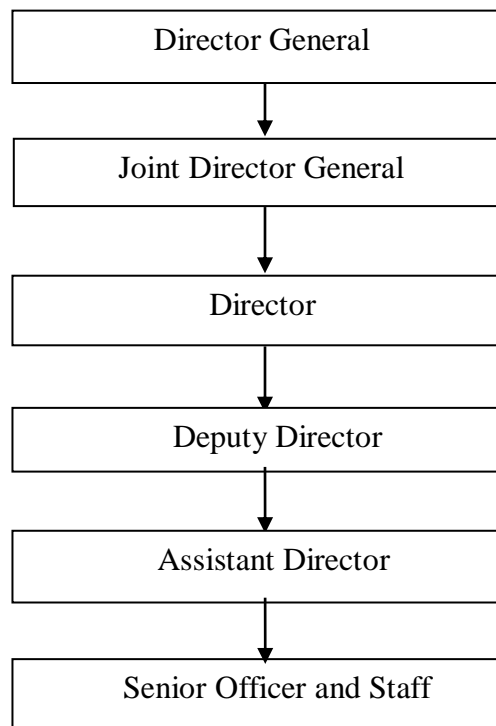
- Largest fleet of 11 Airworthy Aircraft
- Round the year flying training and ground training to students
- Uncontrolled air field

- Smooth and faster completion of flying hours
- Multitude of Sharp Instructors available 24/7
- Outstanding infrastructure
- Strong academic coalitions
- Students placed in renowned airlines and cargo services

**Hierarchy of Instructors in Academy of Carver Aviation: -**



**Overall Organizational Structure of the Organization: -**



### **Role of Instructors in Academy of Carver Aviation: -**

**Role of Chief Flight Instructor: -** He is the person who reports to Director of Aviation Program. Below are defined some of the responsibilities that are given to him.

The current chief Flight Instructor at Carver Aviation is Mr. Javed Mirza.

- He is an important person for selection as he carries out the proficiency check to ensure that they are capable enough to become instructors. He is the person responsible for supervising all the flight instructors in the academy
- He ensures that while training of students all Federal Aviation Regulations are being followed.
- He is the person who conducts all the tests that are given to the students. He conducts a monitoring process for the curriculum and assigns the final test given by students for all flight courses and assigns grades to them.
- He supervises the assistant flight instructor and all the flight instructors. He reviews their performance and then takes decision based on it.
- He reviews the courses offered during the flight training program and also proposes new courses if he feels that a particular course is beneficial to the students while training.

### **Pilot Instructor: -**

- The pilot instructors train the pilots in regards to the working of the plane and all the operations carried out.
- They also do inspection of the aircraft in accordance with the guidelines provided by the Federal Aviation Administration.

### **Assistant Flight Instructor: -**

- He is responsible for providing supervision to the Chief Flight Instructor, Ground Instructor, Flight Scheduler and Dispatchers.
- He is responsible for conveying to the Pilot Instructor about all the procedural and policy changes that take place.
- He performs the duty of the Chief Flight Instructor in his/her absence.
- He conducts training of the students that are assigned to him and also meets the parents in order to let them know about how their child is progressing.

### **Chief Ground Instructor: -**

- He ensures that every detail of ground training program and the result is recorded with no miss.
- He insures that proper checking, proficiency test and validation is done of all the Ground Instructors appointed in the Academy before they start their duties.

- Coordinate and manage the activities of all the Ground Instructors who have been assigned with specific area of responsibility in order to make sure that there is optimum utilization of resources and also the objectives of the training are achieved in an efficient and timely manner.
- He is the person responsible for making sure that all appropriate ground training material is always present.

**Ground training Instructor: -**

- He is responsible for setting up the material which is needed for training classes.
- He is responsible for maintaining the Planeside Representative training record.

**(2) Methodology**

a) Ethnographic Study (collecting information as a participant observer)

The major information regarding the courses was given by Carver Aviation. The major search areas included-

1. Impact of Lockdown in Aviation Sector
2. Impact of Covid-19 pandemic in Aviation sector all over the world
3. What jobs will be more prevalent after the Lockdown period in Aviation Sector.
4. How maintenance is relevant in aviation sector.

The mentors guided us for all the studies done. Due to lockdown period, the major information was collected from blogs and websites. Facebook, Instagram and Twitter became the main sources. From the new DGCA rules to everything new in the industry, like resumption of domestic flights, everything was collected from the sites and social media.

The mentors were a call away and guided us to how to organize the content.

b) Maintenance of Journal / Diary (given below is an illustrative list of issues that you may like to keep track of)

**Tasks:**

**Week 1:**

- We were given an orientation of the company's business by the Marketing Head Mr. Dhruva Bhatia and were given a task of getting reviews on Facebook and Google pages for Carver Aviation from our friends and relatives. Overall the interns managed to get 310 reviews (116 on FB page and 194 on Google page).
- We also had a guest session with Mr. Vijay Bhawe (Oceans Communication) where he shared his knowledge and insights on various branding techniques that could be used for

Carver Aviation. He also asked interns to brainstorm on the ideas regarding marketing and online customer engagement where we came up with interesting suggestions.

- We were given a weekly calendar where we can choose different type of posts that we wanted to and then every intern had to design 2 posts along with captions and relevant hashtags using, ritetags, hashtagify etc. according to the 10:10:10 rule of hashtags.
- I designed two posts- related to recent news and for AME course.

#### **Week 2:**

- We were given the 1<sup>st</sup> cold calling list from the database of 12<sup>th</sup> students with the company and were asked to prepare a sales pitch, get it approved from our mentor and start calling for the purpose of lead generation.
- We basically had to pitch students with having PCM background about Aircraft Maintenance Engineering course provided at Carver Aviation and get their email ids so that they could be retargeted.

#### **Week 3:**

- As a part of market research all the interns were asked to make a Powerpoint presentation collectively on the DGCA Circulars related to Flight Crew Licensing from 2000 to 2019.
- Received 2<sup>nd</sup> calling list.

#### **Week 4:**

We were given a series of tasks which were as follows:

1. Finding keywords by using different tools for AME campaign (high CTR & low CPC) 300+ keywords each.
2. Assessing the competitor's social media strategy & how we can implement it in Carver profile.
3. Creating backlinks through Quora
4. Write a blog (100-150words)
5. Opening a demo account on Google AdWords, create a campaign for AME.
6. Prepare a newsletter (current job opportunities or other topics) for AME.
7. Cold calling 100 students.
8. Make an animated video/ doodle video for instagram story.

By the end of week I managed to do

- Keyword Research using applications like Keyword Planner.



- Analyzing different social media strategies of competitors.
- Writing 5 reviews for questions related to AME on Quora platform thus creating backlinks to improve quality score.
- Writing a blog on the topic “AME-Pillars of Safe Flight” which was posted on the official blog “FlyingPundit” of Carver Aviation.
- Opening a demo account on Google Ads.
- Preparing a newsletter through email campaign named “3 reasons to do AME after 12<sup>th</sup>”,
- Finished calling the list of 100 students.
- Created my first animated video using Animaker software.

#### **Week 5:**

- Received scripts for video-making and made a video on “How AME’s are responsible for safe flight”.
- Called a list of 100 students pitching for the AME course registration at Carver Aviation.

- **Company-image from inside**

The competition in this sector (as academy) is high because each academy has to maintain its own rules, regulations. They have to keep a check on approval from the government bodies and hence acquiring the best and eligible students is a tough task. Therefore, from the view of marketing department, the company follows everything to remain the limelight and to keep a touch with the consumers. There is a positive work environment that enables everyone to work in the best possible way.

- **Employee satisfaction-**

The employees are quite satisfied with the job role and the opportunities they get. The trainers and coaches get to train different types of students which fill them with immense satisfaction and gratitude. They get to apply their knowledge and again learn in different types of conditions like changed weather conditions.

The marketing team gets to put their whole effort. With the advent and innovation of social media, it has become easier to reach students online.

- **Sources for opportunities for company**

- a) Demand is increasing for trained pilots and AMEs

With so many of domestic and international airlines, a huge maintenance cost is also incurred. Therefore, the need and demand of the trained AMEs and pilots are high.

- b) Vibrant middle Class

The changing trend in the mind of students to do something different from the general engineering and traditional courses, it is a high opportunity to serve these unique courses to students. Also, with loan facilities available, people want their children to pursue a one-time investment course that yield those benefits and satisfaction for a longer period of time.

c) Under Penetrated Markets

With Maharashtra as the only region covered by the academy, they have more opportunities to attract students from northern region of India. The USP, that is, the rain-shadow area of Baramati and 12-months flying season and can be well utilized by them.

d) India's Civil aviation passenger growth (post-covid)

With the aviation sector at a low-point, in the future it is likely that passenger will again begin to travel soon. The courses like AMEs that take 2 years of completion might see again an upsurge in admission. It is because of 2 years (2020-2022) of less air traffic, once the COVID-19 fear is laid off, the travelling will again become a huge industry.

- **Issues for future competition**

1. Strict Govt. Regulations

With COVID-19 pandemic, the Government will be stricter in laying norms and regulations. The DGCA norms might include new safety and medical rules. Therefore, the academy has to keep such perspectives in view.

2. Intensifying competition-

With less air travel and loss of jobs, in the coming 2 years, the academy has to fight over every single issue with other top academies and has to be at par. Therefore, the competition in admission is going to be intense.

3. High operating costs-

The aviation sector has high maintenance and security costs. Therefore, the admissions have to be on the normal basis or more, so as to keep up with the operating costs.

4. High cost of courses and no placement guarantee-

With so much disturbance going on, a student needs a guaranteed placement and hence these points have to keep in mind and reduced from a threat to strength of the organization.

- **Discussible vs. Non-discussible issues**

1. 1 Lakh Hours of flying experience
2. Experienced and pioneer faculties
3. High Growth Potential
4. Cost differentiation
5. Large fleet

- **Early warning signals**

1. Low brand awareness

Many students of being from the same locality are unaware of the existence of the academy. Hence, marketing of the academy has to be improved to reach more and more students.

2. Low visibility

### 3. Low marketing expenses

## **Observations-**

### **Classification of Observation-**

#### **a) About Organizational Training-**

The training culture is quite similar to the policy they follow of “Open door policy”. As per my perception the organization shows its hierarchical culture in its tutoring conduct, in giving various tasks, and in providing training to its interns and employees. The organization trusts in independence and correspondence strategy in which manager, supervisor promotes transparency and openness in the company. There is no strict hierarchical system like in corporate culture, people are free to interact with higher managers and even take their help in different work.

Due to their organizational culture the company manages to be on the right track for achieving its vision statement followed by its mission policy, where the vision statement says that-

“At Carver Aviation we have chosen Airmanship as our motto to continually remind us that we must reach an understanding of each element in the aviation environment namely Air Man Ship with a continuous emphasis on Flight Safety.”

Followed by its mission statement-” Our aim is to produce the optimum blend of aircraft manipulative skills, academic application, leadership and command character, all combined with a competent knowledge of business and aviation management testing”

Source: <http://carveraviation.com/about-us>

As an intern I have received continuous guidance and encouragement to upgrade my work continuously. I can sense an environment of trust and mutual respect between me and my fellow interns. I have given full right and opportunity to put my views in front of my teammates and my mentor where the most prominent ones were implemented as well.

They followed the motivation theories correctly and use each aspect to motivate their employees. One of the motivation theories they followed as per my observation is “Two factor of Motivation” or “Herzberg's motivation-hygiene theory” given by Frederick Herzberg.



Basically they provide all the motivating factors by given us responsibility like handling their main marketing platform; we handle their main social media account according to our strategy. Then providing recognition for the work we done, like best “performer of the week” and giving goodies and extra benefits to best performer to keep everyone motivated. It eventually helps in bringing growth in oneself and to the organization.

Also, the hygiene factors were present like continuous supervision and guidance by mentor, Flexible work conditions, trust and cooperative relationship with mentor and fellow interns. All these factors helped in keeping all of us motivated throughout the internship.

#### b) About Self Learning-

During the entire internship I learned many soft and hard skills and overall grow as a person. If we talk about the Soft skills then some of the skills I accomplish are-

- **Communication Skills-** This is one of the skills in which I improved a lot. We need to perform outbound marketing in which Tele marketing was part of it, we have to talk to our prospects and convince them to take admission in AME (Aircraft Maintenance Engineering) Course. At the end my communication and convincing skills were polished.
- **Team Work-** I was in a two-member team. We have given different task in teams, where we have to manage and perform the task together like email marketing, making presentations on strategy development and we all manages to complete it on time with each

other's support and coordination. I learned to respect my team members' decision and how to work together with each other.

- **Work Ethics-** This is the first time I was working with any organization, so I learned how to work in an actual working environment, where we need to submit report on time, perform professionally with fellow employees and interns and how to adapt the organizational culture of respective company.
- **Responsibility-** I learned how to be responsible towards my work, we were filled with responsibilities as we were allotted set of task with assigned timeline. Also, we have to manage the official account of the company so we have to be accountable for that and whatever decision I made will reflect to the profile of company.
- **Adaptability Skills-** I learned how to adapt in different environment, like I had given new tasks which I never learned and performed before, such as Google Ads campaign, Outbound marketing. Therefore it was a new experience for me where first I learned these skills and then perform them perfectly.
- **Time Management-** One of the key skill that is must in every scenario; I learned how to finish my task on time, its importance and benefits. On handling different social media platforms where each one of them needs equal attention, managing all of them and keeping up to date is one of the important skills I learned.

Some of the Hard Skills I accomplish are-

- **Social Media Marketing-** Our main motive behind this was building brand awareness about the company and the course A.M.E (Aircraft Maintenance Engineering). I handled different social Media Platforms like Instagram, Facebook, and linked in. In which I have to make Post to promote the course and build awareness where post include video making, graphic designing, poster making and content designing with powerful caption and relevant hash tags.
- **Outbound Marketing-** In this we have to approach audience without any prior information and initiates conversation with them, Tele marketing is one of the parts of it. I learned how to convince targeted audience and make them our desirable prospects.
- **Digital Marketing-** This is a vast field I learned many aspects of it in detail and work on it; basically it is a use of internet to reach out our customers.
  - **Pay-Per-click Advertising-** I learned how to make Google Ads campaign with use of analytics and correct set of keywords to promote our Academy and Course.
  - **Content Marketing-** I learned how to write content with the use of SEO (Search Engine Optimization). I used different tools like blogs, post, and email writing.
  - **Email Marketing-** How to be in touch with the target audience and keep them updated about the lasts trends and schemes, we used Email marketing, I learned how to make it innovative and interactive so that more people get involved and more prospects achieved.

- **Website Marketing-** To drive relevant traffic to the site, website marketing is used heavenly. The goal is to typically attract people who might be interested in the course we provide. I used to create backlinks on different sites like Quora, newsletter who direct to the website of carver aviation so that more traffic can be received.
- **Market Research-** In this I have done competitive analysis, where I have to look into the strategy of our close competitors, like how to perform their social media marketing, what is unique in them and how they attract customers, after that I made a presentation on it stating all points. So, I learned how to analyse the market and get to know what customer look into the course and what are their expectation.
- **Strategy Building-** Marketing strategy one of the important skill I learned in my internship where I need to give my points and suggestion on improving the strategy of our company. Where a marketing strategy is basically game plan of the company to reach out the prospective customers and turn them into the customers for respective organization. In this I give my opinion of what new can be implemented like on Instagram what new type of engaging content we can put to attract more customers, and many more.

### **Trends/ Patterns-**

When we talk about the trends in Aviation Industry as a whole there are many things in which we can look into such as number and type of new aircraft entering the fleet, number and types of Pilot flying, Type of market of domestic airline, Hub and Spoke system, Service changes, and aircraft types.

When we look into detail the data we get are as follows-

1. **Types of New Aircrafts-** The number and types of new aircrafts entering the market act as a partial indicator of the health of the General Aviation Industry. The nine type of General Aviation Aircrafts are-
  - **Single-Engine Piston-** It consists of fixed wing aircraft powered by single piston engine.
  - **Multi-Engine Piston-** It consists of fixed wing aircraft powered by two, but sometimes more than two piston engines.
  - **Turboprops-** These are fixed-wing aircraft powered by one or more turboshaft engines that drive one or more propellers.
  - **Turbojet aircraft-** These are fixed-wing aircraft operated by one or more reactors.
  - **Piston rotors-** These are single-engine rotorcraft, helicopters or rotorcraft powered by piston engines.
  - **Turborotor aircraft-** These are rotorcraft powered by one or more turboshaft engines, whether they are helicopters or rotorcraft.

- **Experimental airplanes**-Usually, these airplanes (sometimes called kit airplanes) are airplanes made from kits made by the original manufacturer.
- **Sports**-These are single-engine piston aircraft that comply with the requirements of light sports aircraft regulations. They are restricted in many ways, including weight and number of seats.
- **Others**-This aircraft category includes some aircraft that are not suitable for other categories. This includes aircraft, such as gliders, airships and balloons.

2. **Types of Pilot Flying**- The pilot population is one of the main driving forces of GA activities. Without a pilot, the aircraft cannot fly, and the demand for related aviation services can be found at many general aviation airports. The pilot certificate belongs to one of the eight categories which are given below-

- **Student pilots**-training pilots. If properly approved by the flight instructor, the student pilot can fly the plane alone. Unlike other pilot IDs, student pilot IDs issued to people under 40 years of age expire after 60 months, while those issued to more than 40 people expire after 24 months.
- **Vacation Pilot (Vacation Pilot)**-Approved for 180-horsepower, four-seater pilot aircraft, but can only carry one passenger
- **Sport Pilot**- passed the certification of light sports aircraft. Limited to two seats and one-day flights.
- **Private pilot**-certified to fly the aircraft until compensation or employment
- **Professional pilots**-pass paid or fare flight certification. 250 flight hours required.
- **Air Transport Pilot**-As a pilot or co-pilot on a scheduled flight, certification is required when flying. Required for 1,500 flight hours.
- **Rotor Pilot**-a certified pilot for flying helicopters and rotor helicopters. This category includes those who only allow rotary-wing aircraft to fly. Qualified pilots of fixed-wing and rotary-wing aircraft fall into the above categories.
- **Glider pilot**-certified glider and glider pilot. This category includes people who only allow gliders to fly. Pilots allowed to fly aircraft other than gliders fall into the above category.

3. **Oligopoly**: The national aviation industry consists of four large and several smaller airlines.

4. **Hubs and branch systems**: In order to maximize customer access to the network, many airlines manufacture hubs and branch systems. The hub provides the connection point between the start point and the end point.

5. **Changes in services:** As airlines' economic and financial requirements change, it is necessary to develop airline service models to ensure financial stability. These service changes usually have a negative impact on the small and medium market.
6. **Aircraft type:** technological advancement of aircraft capabilities and changes in consumer demand, the aviation industry has gradually entered a larger and longer range.

When we talk about the trends and pattern followed in Aviation Training Institute we can look into the following segments-

1. **Evolution of Training Products-** The equipment and method used for training of pilots evolved time to time. The methods are sub divided in the following way-
  - Traditional Courseware and Films
  - Computer based Training
  - Online training and e-books
  - Virtual Classrooms
2. **Evolving Training Approaches-** Technology is the new trend for training process and it can be seen in the following ways-
  - Competency Based
  - Blended Learning
  - Ab Initio Training
  - On Job training
  - Interactive Learning

Academy of Carver Aviation is a flying Institute which believes in providing rich knowledge and facilities to its students which help them grow and learn. It is equipped with all latest technology equipment and approaches. It started with 3 aircraft and now it has 8 working aircraft to train their student. On job training, interactive training, all these are part of curriculum.

#### **(4) Identification of critical issues or problem areas if any**

- The major challenge was to convince students to enroll for AME course and invest 5+ lakhs. Selling an expensive product which only affluent families can afford is tough as our target audiences decreases and we need to form a communication plan accordingly. The fees proved to be a major constraint as students and their parents were apprehensive in spending that big amount for a course for which they were not fully aware and instead they preferred course in hotel management and other similar courses.
- Time constraint was another factor as there was time constraint of only 2 months and to get a student for AME course in such a small duration was a challenge.
- I found that people are not much aware about the fascinating opportunities that are present in the aviation sector in the India and the whole world. This proved out to be one of the major constraints to get the students for the academy.



- Academy was not willing to spend much on the marketing activities. It was important to allocate moderate budget for online promotional activities to spread the awareness of the academy
- Rigid mindset of people who want to go only for common careers such as engineering, medical or business is difficult to change because these careers have been thought of as career makers from a long time and aviation is a niche choice which requires passion in the students as well
- Low awareness about the brand “Academy of Carver Aviation” which made it very difficult to convince consultants for a tie-up with the academy

## **(5) Conclusion**

### **-Summary of feedback given to organization**

- Academy of carver aviation has very good presence on online platforms when compared to other pilot training institutes. They can further strengthen their presence online by adopting even more aggressive marketing campaigns online. This will also prove out to be very effective because their target audience which is students of age group 18-25 have huge presence online.
- They should give some attention to their secondary offerings such as hours building, conversion, flight instructor’s rating, multi-engine endorsement, type rating, instrument rating etc. They can do so by sending emails to all their past and current trainees and letting them know that academy is providing these types of services. They can show some urgency in their communications to compel them to consider the offer.
- This is the time of digital marketing. Academy can focus on inbound marketing wherein students come to them rather than academy going to them by investing more in digital marketing. They can focus on search engine optimization, blogging, YouTube videos, paid search campaigns etc.
- They can capitalize on the opportunities presented by their current students. Their current students must have been building their network of aviation friends and they would also have been telling the nice things about AME to their non-aviation friends as well. Academy can start referral program wherein their current students are being incentivized to spread the mouth of word and get their friends in the academy.
- Also for online promotions we need to create more videos on Facebook primarily of students presently studying in the academy. This will help in creating awareness of the academy and it will act as a live presentation for students who cannot visit Baramati to check the academy. They will see the future Aircraft Maintenance Engineers in action and this may motivate them to choose aviation as a career option.
- Word of mouth and story-telling can be very good tactics for the academy. They can get their past students to share their stories of how they chose aviation industry as a career option and

how their experience was with the academy. This can attract the students as they would be able to relate themselves more.

- We can also post about the growth that is happening in the aviation sector and the career opportunities it offers to the students. The growth in the related sectors should also be considered as an important factor when considering for employment opportunities.
- Make the company's website more appealing to visitors
- Invest more to further expand the range of aircrafts. This would help the company differentiate itself from its competitors.
- The website development task has been outsourced and there isn't any coordination between them and the marketing team. Hence, for analytics purpose, the usage of tools like Google Analytics etc. cannot be leveraged.
- Students are not always interested in academics. They also want to know what else will they be a part of by joining Carver Aviation. You can make few newsletters on this topic where we can include all such activities which happen as co-curricular and also extracurricular. This is **the glamor part** of being a student at carver aviation and we must **highlight** this so that it **increases the engagement** among the readers as well as it increases the probability of students joining the flying school. The content can be on **various sports, festivals, events at carver aviation, co-curricular activities, celebrations etc.**
- You can monitor all the doubts the students are currently facing regarding the courses through various mediums. You can compile all such FAQs and answer them and sent it in a form of newsletter to our target audience so all such types of doubts get cleared at one go. You cannot handle each individual's doubt personally and this can be helpful to reduce our workload and subsequently serve the purpose and get the job done. Such kind of newsletter will also **gain engagement** as mostly everyone who goes through it might relate to one question or the other.

#### **-Summary of self-learning**

- It helped me to learn how important it is to know strength and weaknesses of your product in comparison to that of competitor's. It also helps to know if there is any seasonality in the demand of our product.
- I got to learn a lot many things about the aviation industry which was un-explored for me before the internship. I got to learn about the current trends in aviation sector, government initiatives in India to give further boost to aviation sector, huge job opportunities in Indian aviation market etc.
- Learnt that before making a pitch, it is very important to be completely aware and know about the company and its competitors so that you are in a position to answer all the questions that are posed by the prospective clients. Learnt that while making a pitch, you should try to understand what the other party is looking for and speak about those points that interest the other party

- Also learnt that it is extremely crucial to make an in-depth study about the client whom you are to approach so as to capitalize on the benefits both the company and the client can have from a potential tie-up
- I learnt how important it is to know all the details regarding your product as well as competitor's product while making pitch to the prospective clients to be able to clear their all doubts and seal the deal.
- I have learnt that it is very important to make relevant and convincing points in the first 2-3 minutes of your pitch to engage the client and keep him/her interested in the proposed deal. There should not be any unnecessary and irrelevant part in initial part of pitch. Initial part of the pitch should clearly mention the opportunities and benefits that are being presented to the client.
- Prospecting and qualifying is very important step while deciding potential clients to pitch to. It is very important that you select right clients to save both the energy and time. Past association of clients with similar products can be good criteria to choose the client apart from its popularity in this case.
- I learnt that it is very important to follow up as most of the deals are signed in the follow-up process only. I learnt that initial lack of response shown by the party should never be interpreted as „NO“.
- I learnt a bit about negotiations at professional level during finalizing the deal. It is important to know about the number beyond which we cannot go in advance. We should avoid the deal if client isn't ready to pay the amount of worth of our product/service
- One very important thing I learnt was to ask for referrals to the client. In many cases, it happened that the targeted client may not want to get into agreement but they may know others who might be interested in our product/offerings. This will help reduce both the time and effort for us
- Another important thing that I learnt was to manage within the budget. Sometimes, there are situations when it seems that you would be overshooting the budget so at these times, it is important to always have a few options in hand and to prioritize the tasks so that those at the bottom of the list can be removed for the time being in order to stay within the budget. I learnt this while making the marketing plan for the company.
- I also learnt nuances of competitor analysis that helps define or re-define your marketing tactics and alter products/offerings of your company to better suit the customer needs. Analyzing the competitor's promotion tactics and market tapping strategies is very important to formulate our strategy especially when you are selling very costly product as in this case.
- I learnt how to keep on toes when experiences become tough. I learnt perseverance is the key strength that you have to develop while performing these types of jobs as we might not get success initially. De-motivation was major issue that I faced during the initial stage of the internship as it was very difficult to get the tie-ups.

- I also improved interpersonal skills during the period of internship. I learnt about the professional etiquettes that you have to follow while working ranging from drafting a mail to convincing client.
- It gave us on-hand experience of working on social media to promote the academy. It helped us learn how to participate in the conversations that are going on various platforms like LinkedIn, Facebook, and Twitter to capture the attention of target audience.
- Cold calling has helped me in polishing my communication skills and communicating effectively over phone despite the physical absence of the other person.
- We targeted coaching centers which had math and physics as the subjects because that's where our target audience is and our resources wouldn't be wasted in calling the wrong coaching centers.
- We have developed our skills of presentation, communication, listening patiently to what others have to offer. I have learned from all the experiences in the internship be it that of rejection or appreciation from the clients.
- I also learned about other aviation institutes in India and their methods of promotion and admission. This learning would aid us in forming better strategies for carver aviation.
- In the duration of the internship I have formed connections with interns belonging to other colleges present in other cities. It has helped us in knowledge sharing and further spreading the good word about the academy.
- Content is extremely important be it the use of right words, the way they are brought together or the emphasis you place on particular words. The content needs to be engaging and which the audience can relate to. It must not be too over the top and must be believable. So it's crucial to get the right words and use appropriate language, aimed at the target audience. Basically, we need to think from the target's perspective like "what can attract our audience and generate interest or curiosity in them".

Overall, it was an amazing experience as it gave on-hand learning experience of many techniques of marketing ranging from cold calling, digital marketing to creating communication plan to create awareness and helped us in building our marketing strengths.

## **Bibliography-**

- <http://carveraviation.com/about-us>
- <https://crp.trb.org/acrp0331/airline-industry-fundamentals-and-current-trends/>
- <https://transportation.ky.gov/kyaviationsystem/Documents/Chapter%204%20-%20Aviation%20Trends%20and%20Issues.pdf>
- <https://www.civilaviation.training/article/sim-trends-next-decade/>
- <https://managementstudyguide.com/herzbergs-theory-motivation.htm>
- <https://www.cochise.edu/wp-content/uploads/2015/03/Chief-Flight-Instructor-PDF.pdf>
- [http://www.aapa.net.au/pdf/career/CGI\\_04Jul11.pdf](http://www.aapa.net.au/pdf/career/CGI_04Jul11.pdf)
- <https://www.aviationcv.com/en/ad/19403-assistant-chief-flight-instructor>
- <http://entrance-exam.net/difference-between-aircraft-pilot-and-aircraft-instructor/>
- <https://www.indeed.com/q-Airline-Ground-Training-Instructor-jobs.html>

## ANNEXURE



16<sup>th</sup> June, 2020,

### Summer Internship Certificate

This is to certify that Ms. Saloni Parikh from Institute of Management, Nirma University has successfully completed her summer internship at Academy of Carver Aviation Pvt. Ltd. from 10<sup>th</sup> April, 2020 to 15<sup>th</sup> June, 2020. The project was undertaken by her in Sales & Marketing titled "Business Development for Aircraft Maintenance Engineering Course via Brand Awareness" under the guidance of Mrs. Swati Choudhary, Digital Marketing Head.

During the period of her internship programme with us she was found punctual, hardworking and inquisitive.

She has worked sincerely on her assignments and her performance was **Par Excellent**.

We wish her good luck for her future.

  
PRAMESH PARIKH  
GENERAL MANAGER



#### Academy of Carver Aviation Private Limited

CIN - U80221MH1995PTC091279

Registered Office : 14A/16, Ground floor, Shreeji Sadan CHS. Ltd., Opp. Saraswat Bank, S. V. Sovani Path, Girgaum, Mumbai - 400004 | Tel: 022-23827374 | Email : info@carveraviation.com

Baramati Operation & Heavy Engineering Division : Plot No. P-50, MIDC Ind. Area, Near Baramati Airport, Baramati - 413 133, Dist - Pune, Maharashtra India | Tel: (02112) 244185 | Fax: (02112) 244186

[www.carveraviation.com](http://www.carveraviation.com)

