



Summer Internship 2020 Report

PHASE 2 Report

Organization- Sports365

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TITLE PAGE

Particulars

Description

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Sports365 (Pulse Sports Pvt. Ltd.)

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Date of Report

5/07/2020

Purpose of Report

**To work on the project- LOCKDOWN
GAMES (Research, brand mapping, pricing and
marketing campaigns)**

Prepared for

Institute of Management, Nirma

University

Submitted to

Professor Mahesh K.C Sir

ACKNOWLEDGEMENT

I would sincerely like to express my gratitude towards Institute of Management, Nirma University, respected professor Mr. Mahesh K.C Sir for guiding me throughout the summer internship program not only as our batch's chairperson but also as my most respected mentor. I would sincerely like to express my thanks to my organization mentor Mr. Satheesh for guiding me at each and every step of not only the assignments but also in accomplishing this report. I also pay my sincere gratitude to our respected Director Sir M Mallikarjun for giving us this great opportunity to take on this endeavor of accomplishing the milestones for the company as a management intern. This summer internship opportunity has taught a lot in limited period of time and this experience is truly priceless.

ABSTRACT

Sports365 (Pulse Sports Pvt. Ltd.) is a sports and wellness organization which follows an omni-channel platform and is dedicatedly working for promoting fitness and wellness of the society.

Sports365 deals with sports uniforms, equipment, kits, various brands and has tie ups with the manufacturers, retailers and suppliers as well as with the school and other organizations. As it follows an omni channel, it tends to be inclined towards the idea that its presence should be round the market, be it online through its website or be it through offline through on ground tie ups with various schools.

During the COVID-19 phase, all such tie ups and presence were brought to a hold as there are no schools and organizations opening because of the pandemic as well as the manufacturers, retailers and suppliers were also at halt for a considerable amount of time. Observing the above mentioned situation, a project suiting the situation was provided. The sole of the project lies in learning how to analyze the problem in existence and hence provide a solution which falls in regards with the problem and also is something that falls within the company's capabilities. The project- Lockdown Games focuses over the games that could be promoted during the period of lockdown so as to promote physical as well as mental wellness and at the same time keep the individuals within their houses. Also, there were responsibilities to create marketing campaigns for existing as well as for this project so as to enhance existing consumer's experience as well as convert potential customers.

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PART A- PROFILE OF THE ORGANIZATION

SPORTS365



Company Name- Sports365 (also known as Pulse Sports Pvt. Ltd.)

Year of Incorporation- 2012

About the Company- Sports365 is an expertly run sports and wellness organization established in 2012. Many popular wearing symbols and business specialists met and aggregated their skill sets so as to set up this brand which should bring about the required sports transformation in India. The point of Sports365 is to turn out to be in front of the rest of the competition whenever the term sports, wellness and anything related to it be it uniforms, kits, equipment come in front of consumers.

Owner- Chandra Sekhar Reddy, Mahesh Bhupathi, Vishal Gupta.

Vision- Company's vision is _to be the first port of call for sports and fitness related needs' for individuals and institutions.

Investors-

1. Powerhouse Venture- It's a leading US based venture capital firm with focus on investing in high growth markets like India across niche sectors like eCommerce, Clean Tech and Health care. It has supported Sports365 since its early days with investment, advice and strategic direction.
2. Zolon Ventures- It's a leading US based investment firm with focus on investing in high growth markets like India in Technology sector. Just like Powerhouse venture, this company has also supported the brand since its rooting stages and not only through funding but also by advising and helping them cope in the markets strategically.

Address- B-36, C.M.C. Khata No.128/B-36,(New No. 483 New PID No.082-N.G.E.F Ancillary Industrial Layout Estate, Main Rd, Garudachar Palya, Mahadevapura, Bengaluru, Karnataka 560048.

Markets & business scope- Sports365 is an omni channel following platform for selling sports related goods. It sells good related to all the sports. India is a rising sports country where a lot of people aspire to be sports enthusiasts. Sports365 being an omni channel implementer its reach is not limited to a specific area but has a nationwide reach via both online as well as offline tracks. It sells and delivers goods all over the country. So, we can say that the market for this company is pan India.

PRODUCTS & SERVICES

The products offered by the company include various sporting equipment required by every major sport on their platform. Apart from this they are also planning to launch two new products with the name of GOL and SCOULA. GOL is their sporting apparel brand just like jockey. The site also has specific domains like Running365, Tennis365, etc for giving a much more personalized experience to the users.

Range- The Company offers sporting equipment of a wide variety. It has the low cost products and even the high end products which the professionals use. Hence they offer a wide range of a category of goods.

Distribution Structure- Sports365 being an online platform for sporting equipment doesn't have any retail stores. Customers place order online and they deliver the products to their doorsteps. They provide delivery all around India.

Brands Owned- Though its basic business model acts as a retailer that is intended to acquire and sell various brands through it being the customer contact point they also have some brand ownership. They own two brands i.e. GOL and SCOULA which are still in infancy stage.

Pricing- The prices of the products are approximately same as that of their competitors. They tend to operate with the mind set of removing competition by their effective pricing and at the same time they cannot let the quality of service they are known for see a dip. Hence their pricing stays very similar to that of the competitors or less than them.

Segmentation- Sports365 caters to the sports playing section of society. For instance, school students, athletes, sportsmen, adults and corporates inclined towards sports.

Company's Competitors- There are various company competitors' brands for example.

1. Decathlon
2. Nivia
3. Jockey
4. Columbia
5. HRX
6. Proline
7. Kappa

These are the various brands that Sports365 is competing with.

PART B-

1. INTRODUCTION

Sports365 operates within the sports and health enterprise, although this industry is highly unstructured, however it is developing at a speedy rate within the county in addition to at the worldwide level because of the growing awareness in the society regarding physical and mental wellness. The industry is responsible to behold all the sports manufacturing as well as selling entities as well as all the health and wellness promoting entities

a. Context of the organization-

Context of the organization involves defining the influence of various factors such as external factors, internal factors, regulations etc. and how these factors affects the QMS (Quality Management System) of the organization. QMS is responsible for achieving the milestones the organizations set up in terms of policies and regulatory environment. It can consist of various facets and these can be relationship management, customer factors, leadership, engagement of stakeholders, process approach in the organization etc. The study of various factors such as the external environment, internal environment etc. is done as follows. The external environment can be further considered to be made up of economic factors, technology, social factors, competitive nature and regulatory environment.

Economic factors- The financial surroundings has a huge impact on the sports activities and health enterprise. This consists of both micro and macro components of the surroundings. The macro surroundings has a much broader impact on the enterprise in comparison to the micro components. The concept of unfastened and truthful trade at the worldwide stage has ended in a lot numerous sorts of financial rules at national and local degrees. This has helped in go with the flow of investment and capital in diverse countries allowing the proliferation and commercialization of sports as a supply of livelihood and medium of financial boom. The durations of recession referred through trough and periods of increase referred by means of top of the business cycle are critical factors which determine the advertising and marketing techniques of numerous sports companies. This is due to the fact consumers have a effective notion of the financial surroundings throughout top times and as such, they invest their cash greater on the sports activities services and productswhile inside the times of recession consumers have a tendency to save money attributable to destiny uncertainties. More and more expert carrying franchises are arising that more and more depend upon company customers such as luxurious

seats and box sales. These situations would possibly take a downturn attributable to financial recessions including conditions of warfare and accordingly bring about cutback of the amount of spending by means of those corporates. Hence the earnings margin of those franchises decreases because of this factor. Initiatives taken by the authorities inclusive of formation of leagues in sports activities which helps the agencies to marketplace their products. Formation of leagues helps to decorate the conversation in addition to divert the money closer to facilitation of operations and other sports. This allows to growth the monetary fitness of the sports activities corporations and as such growth their overall performance inside the sports and fitness industry. The economic policies also rely upon distinctive geographical barriers owing to unique authorities incentives in addition to stage of hyper competition in these markets.

Technology- There are numerous traits taking location in the field of technology in sports and health enterprise. Advanced technological traits of an organization help to boom the limitations of access to new players as well as help to fulfill the ever-growing needs of its customers. Updated technological in addition to expert workforce requirements blocks the entry of new players on this marketplace. Hence groups are growing new device with modern day technology to hold themselves competitive. Concept of cell gym in addition to continuous evaluation structures are being advanced to present much higher person revel in. Technologies are being used to conduct month-to-month visitor sessions in order that human beings turn out to be fascinated to buy the goods and consequently boom their profits. The control of companies via creativity facilitate technological improvements to permit patron comfort. Companies also are growing modern home system that will provide services to the customers who've little or no time to move out of doors and are busy with their ordinary work.

Social factors- All the humans associated with the organization in any form be it owners, consumers, stakeholders, any form of relationship with the organization leads to the formation of social factor for an organization. It is one of the most crucial factors dealing with the organization as it is one of the most influential factor in determining consumer experience and his behavior. For this organization, social factors include the management associated with the administration of the organization, its large network based over goodwill with the branded equipment manufacturers, retailers, consumers, potential leads etc. Social factors are considered to be largely affecting the consumer behavior and contentment and it also can have vast impact over the sales as well as annual revenue. For this organization, the goodwill built over the years can be experienced while working with the top management as well as the suppliers. This is really commendable and highly essential during tough times like today for long lasting business

relationships.

Competitive Nature- Sports365 is new and innovative e-commerce venture. When it comes to sports e-commerce industry, there are no players who tend to deliver everything a sportsman requires. Hence this existing rivalry is less when compared to industry but there are certain brands such as HRX, Under Armour who are in direct competition with the brand in some cases. It is desperately trying to cover more market share with its hybrid business model (retails as well as B2B). This startup is inclusive of retail sports and fitness products (right from yoga mat to swimming gears, golf products etc.). The marketing efforts include Omni-Channel marketing. So because of category specialist, company experience less challenges from industry rivals. Its leadership thought from Mahesh Bhupathi (Director) to differentiate sports365 from crowd.

Regulatory Environment- The combination of laws and regulations that have a certain impact over the sports industry are responsible to fall into this category of the factor for the organization. It consists of all the factors related to laws considerable with memorandum of understanding and contract law for all the tie ups with the retailers, suppliers as well as equipment manufacturers and also with the school and other organizations. Internally, contracts through the HR department also fall under this category. Along with such contract laws, all such laws that govern the advertising as well as consumer rights are also involved in this factor.

The internal environment of the organization also is a part of understanding the context of the organization and it can be considered to be made up of the following factors: specific factors of the corporate culture such as vision, mission and core values, needs and expectations of stakeholders, products and services, infrastructure, work conditions, work organization.

Vision and Mission- Company's vision is to be 'the first port of call for sports and fitness related needs for individuals and institutions'. Its mission is to serve the underserved population of the nation when it comes to sports and wellness requirements and it is yet considered to be highly unsaturated in nature.

Core Values- All the values such as seamlessness, punctuality, discipline, integrity are a must when an organization operates so as to attain the position of the best player in the industry. Such are the core values, which the organization possess and looks for all the employees associated with the organization.

Stakeholder's expectations- Any organization is considered to be the best in class only when the majority of the stakeholders associated with the organization are contented with the organization's operations and functioning. Sports365 maintains goodwill with all its stakeholders be it retailers, suppliers, schools etc. It always possesses a forward looking approach and hence tend to consistently

network with organizations and potential stakeholders.

Products and Services- The products offered by the company include various sporting equipment required by every major sport on their platform. Apart from this they are also planning to launch two new products with the name of GOL and SCOULA. GOL is their sporting apparel brand just like jockey. The site also has specific domains like Running365, Tennis365, etc for giving a personalized experience to the consumers. The Company offers sporting equipment of a wide variety. It has the low cost products and even the high end products which the professionals use. Hence they offer a wide range of a category of goods. Sports365 being an online platform for sporting equipment doesn't have any retail stores. Customers place order online and they deliver the products to their doorsteps. They provide delivery all around India. Though its basic business model acts as a retailer that is intended to acquire and sell various brands through it being the customer contact point they also have some brand ownership. They own two brands i.e. GOL and SCOULA which are still in infancy stage. The prices of the products are approximately same as that of their competitors. They tend to operate with the mind set of removing competition by their effective pricing and at the same time they cannot let the quality of service they are known for see a dip. Hence their pricing stays very similar to that of the competitors or less than them. Sports365 caters to the sports playing section of society. For instance, school students, athletes, sportsmen, adults and corporates inclined towards sports.

Infrastructure, work conditions and environment- Infrastructure, working conditions and environment are such that employees and stakeholders have always had enjoyed having professional relationships with the organization. With four digit annual revenue in crores, this organization possesses a convenient infrastructure on all the platforms as well as provides flexible as well as decent work conditions. The environment at the organization is highly desirable as well as is learning and problem solving oriented.

b. Work flow of the organization, roles and expected contribution-

Work flow of the organization- Sporst365 has a flexible structure in its organization owing to reporting of various issues to Human Resources Department and its department is broadly categorised into products and services. The service department includes advisory and consulting departments. The product department includes sub groups of team sports, individual sports as well as fitness sectors. Any problem occurring in one department can be reported to head of that department who further

reports to the higher officials

Firm firmly believes in customers supports and satisfaction. They have formal systems that products or sports equipment need to be of brands and good quality. They have proper distribution systems to deliver their products on time.

Company believes a good sports persons is always motivated to deals with sales and marketing. Sportsmanship teaches winning. So company generally hire the candidates who are good in some sports. Co-founder is fitness freak and badminton player. COO is graduated from IIM-L and has worked with top companies like P&G, McKinsey. All other colleagues and managers are either star cricket player or volley ball players or swimmers etc. These common skills helps to keep the team motivated and allow to celebrate success together.

Roles- The style of leadership and working methodology is highly flexible. Employees are allowed to take decisions and participate in decision making process. The working environment in company is always motivating.

Staff works upon customer satisfaction and helping company to achieve its goals. Company provides better promotions and career opportunities for their staff. They are given financial rewards as and when they achieve or convert best customers/institution for company.

Expected Contribution- The expected contribution from every employee be it top management administrator or be it intern, every individual associated with organization's working is required to be fully professional as well is required to accomplish the goals provided by the immediate superiors. Also, every individual as an employee is also required to abide by the organization's culture as well as environment. Flexibility as well as informal culture is always encourage so as to encourage higher productivity from the employee end. Hence, expected contribution is accomplishment of the tasks well within time here by being punctual at all times as well as executing every task during the working hour that is absolutely inclined towards the betterment of the organization as well as is towards attainment of organizational goals.

2. METHODOLOGY

- a) Ethnographic Study- This study is utilized here so as to collect the data which could be utilized to execute the project- LOCKDOWN GAMES. This study was solely focused over the games that could be supported by the organization so that it supports human physical as well as mental well-being as

well as brings up sales in the times of this pandemic. This study was focused over the products that are considerable with respect to the project. The data collection was done over internet through a number of websites mentioned in the annexures as well as references. The study flow is mentioned in the below flow chart:



Fig 1. Flowchart of the ethnographic study process

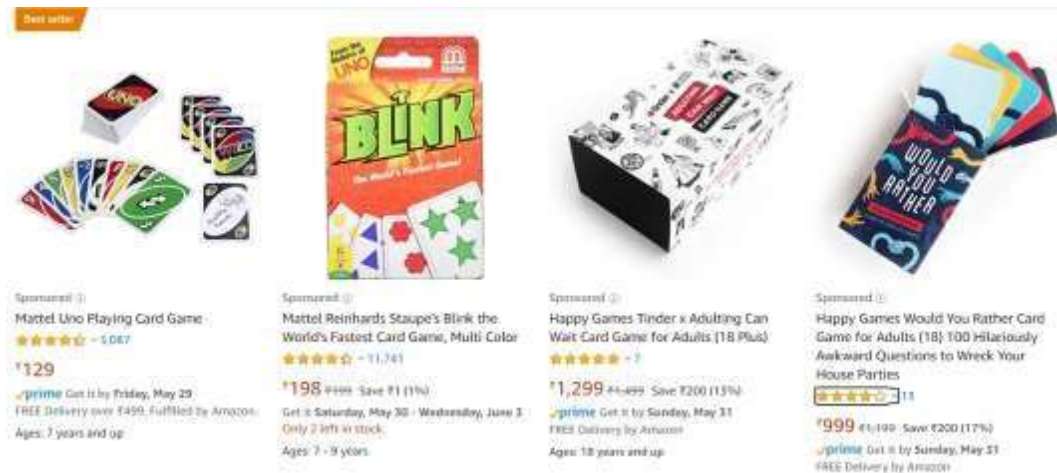
As per the researches on games as well as health and fitness activities that can be performed within the households and had potential i.e. could be provided to the consumers from already existing channels and platforms as well as were feasible were selected. Followed by these, brand identification was followed so as to identify only those brands that fall well within the purchasing power of the middle class consumers. Below mentioned are the games along with the equipment along with the brands that were filtered as per purchasing power of middle class consumers.

1. Card Games- There are lots of card games available in the market where games ranging from ancient poker to uno to monodeal all are now available through both offline and online channels. There are broadly two sub categories observed depending upon the popularity of the product and the games that can be played using the card set. They are described below as follows-

- A. Playing Cards- When it comes to card games, the first one to pop out in our minds is the set of general playing cards with which games such as poker, rummy etc. are played.



B. Other card games- There are various other card games available such as mono deal, uno, wwe superstars, dragon ball z and the list goes on. Below shown are some examples of the other card games available.



2. Board games- There are large numbers of board games available and is enjoyed by the customers of all ages. For instance, snakes and ladders, monopoly, scrabble are games everyone have enjoyed at least once in their lifetime. There are various modern board games available now as well i.e. Checkers, Backgammon etc. Playing board games is fun and is really popular among the families nowadays as its rally a fun way to spend time with the family members. Some popular board games example is as provided below:

C. Multiplayer board games (More than 4 players)



- D. Popular board games- Games such as carom boards, dart boards etc. are generally popular in all types of families irrespective of their professional background unlike the category above mentioned.



3. Home Workout and Yoga-

- E. Yoga and body workout- Home workout and yoga is the new appreciated as well as recognized trend. For this, all a person needs is a mat and the below shown mat is really popular among the customers.



- F. Home Workout- Nowadays, gyms, workout temples such as Cult and other fitness centers are closed as well as people who are on higher awareness level prefer to not skip their workout. So as to achieve this goal, all one needs is the set of basic equipment such as skipping rope, workout equipment (barbells, dumbbell, stretching bands etc.)



4. Online sports quiz- This can be done through various social media platforms and this can be utilized for online marketing as well as regular customer interaction. Online quizzes on popular sports which are regularly followed in India can be used and the winner can be sent goodies from the company as well as this can be utilized to spread awareness on the various category of equipment the company has to offer.

Brand Mapping: The brands ranging from low to high rates have been identified with respect to the products.

Serial No.	Product	Brands Identified
1.	Playing Cards	Funskool; Gooyo; Mattel; Rianz; The Ace Card Company; Galliard Games
2.	Board Games	Funskool; Mindware; Mattel; Hasbro; Ekta
3.	Yoga Mat	Boldfit; Reebok; Nivia; Amazon; Vifitkit
4.	Workout Equipments	Reebok; Sportland; Aurion; Pro365; Amazon Basics

5.	Skipping ropes	Amazon; Sportland; Simran Sports; Reebok
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b) **Self-Record-** These are the observations duly made during the summer internship program. These fall under various categories and are explained below in the form of points.

- a) **Company-image from inside** – As per the experience of having worked as summer intern for the organization, I personally had best learning experiences. Company image from inside is not tainted and was observed to be exactly the same as I had imagined as well as it was portrayed during the recruitment process. A sense of transparency, flexibility as well as unison could be sensed over every interaction with the employees and this made the whole process an enjoyable learning phase for an intern.
- b) **Self-image of employees** – Self-image of employees is utmost valuable when it comes to productivity. As per human tendency, they operate with much higher efficiency if they think highly of themselves and possess optimistic attitude. This could be observed in the organization as well. All the employees were highly enthusiastic as well as eager to be a part of conversation so as to learn from one another. A sense of mutual as well as self respect never lagged there and this is a huge plus point for the organization.
- c) **Employee satisfaction-** The level of satisfaction could be observed easily in an employee, especially when an interaction with an individual outside the firm happens. From the very first instance of conversation till the farewell conversation of the summer internship program, there wasn't one moment of frustration. There was this sense of contentment which interns could feel when they observed or took part in the conversation. This is mostly because of the organization's open environment.
- d) **Effectiveness of instruments for motivating employees** – Effectiveness of instruments for motivating the employees could be well analyzed and observed during the pandemic period. There were situations of layoffs as well as salary cuts all over the globe, but interns never observed any friction or demotivation among the employees of the organization. This truly proves that the employees were motivated

and full of energy so as to achieve the milestones laid for them and hence the instruments of motivation (consistent rewards and acknowledgements) were fruitful for the organization.

- e) **Power equations and hierarchy**- Power equations in the organization were observed to be highly balanced. Interns had interaction with their immediate superior who were mentor throughout the process of internship as well as with the human resource department. There were smooth conversations throughout as well as functioning which implies balanced work flow and power equations.
- f) **Work culture** – co-operation, creativity, openness, transparency, etc.- Work culture in the organization was highly flexible. There was absolute support from the mentors as well as the HR department through the summer internship program. Flexibility, openness as well as consistent attitude towards working was favored and this kept the work flow smooth and consistent. Absolute support, cooperation, openness to new ideas and campaigns were encouraged. Transparency was maintained from both the ends in the case of interns.
- g) **Sources for opportunities for company** – The project- LOCKDOWN GAMES was provided so as to identify the games and health maintaining activities that could promote human wellness as well as will keep them within the household during the pandemic. This unique targeting project is a potential project and is one of the sources of opportunity for the company. Another source of the company is that the existing customer were limited to certain specific product range. Converting them for further products also proved to be an opportunity.
- h) **Issues for future competition** – Pandemic situation brought about lots of issues in the existing period as well as there were some future potential problems and these are as described below-
 - a) **Customer conversion only in a single domain or the specified contract ones.** There has been a consistent problem in the customer conversion domain. The company works with several schools of southern part of the nation on contract basis and also with the brands. For instance the company is an official partner of Nike shoes and also it is responsible to provide Nike shoes to all the schools with which it has partnered with. But the main challenger here is, the student's parents who are the actual target

audience, they know that the company only deals with Nike shoes as it is the one responsible to provide it for the school students. Whereas the company actually has sports jerseys, equipment, various other brand accessories. Hence it's a challenge area where the company wants to convert the already existing as well as potential customers to their total product domain and not just till the specified contract ones.

b) 360 degree coverage of the customers is still a challenge-

The main future issue apart from total conversion of existing as well as potential customers is that the company is an omni channel based company. It has existence online as well as offline and it was established just as to tap all the possible customer types and convert them. Due to existing competitors and competition, the company still struggles to cover all the customers. It successfully covers the schools with which the company is under contracts with. But not just schools, the company wants to cover all the humans inclined towards sports and accessories so as to enhance their reach out of the schools and represent themselves as brands that serves all.

c) COVID-19 response-

One of the most major issues prevailing as well as the future concern is response towards COVID-19. This is because the majority i.e the highest chunk of the clientele base is schools and due to this pandemic and prevailing conditions, state and central governments both are inclined towards the opening of the schools in the

August-September period of the year. The major client being schools generally renew their order as the new session begins, with the delay in the opening of the new session as well as dominating preventive measures such as social distancing sports and such activities have been pushed at least preferences for now. Hence, it is one of the major hits for the company and seems a future challenge because of the existing pandemic conditions. Their inventory holding costs as well as acquiring costs are directly being affected because of this which is majorly affecting the company's turnover.

3. OBSERVATIONS

- a) **Organizational Training-** Organizational training in the form of consistent meetings was the only way out in the pandemic period. This training was highly informal as well as was always bi-directional. A healthy discussion format was usually followed where the objectives as well as feasibility were discussed and then the flow was decided upon. This also was followed up on a regular basis. This was very informative as this discussion showed upon how problems are to be looked upon as well as how research is executed so as to acquire the solution which will be beneficial from the organization's perspective.
- b) **Self-Learning-** There were four key points which as an intern I learnt and these are as described below-
1. **Consistent learning-** Through regular discussions with the mentor, one thing as an intern I realized was, that it is really important to stay updated with the business domain the organization handles as well as consistently learning about the problem solving methodologies, opportunity grabbing situations, negotiating as well as managing conflicts. All of this eases the project task but also contributes in personality building.
 2. **Processing data to information-** There are loads of data available over the internet, but how an individual can seek the precise data one is looking for as well as derive certain conclusive information is a task every individual should be aware of. This summer internship program contributed this skill to me as an individual and it is really crucial so as to survive in this competitive World.
 3. **Creativity-** Organizations tackle new challenges on every corner of their path and this gave me the right experience. This taught that for new problems, orthodox solutions may not work, hence an individual has to be highly creative so as to be able to confront variety of problems without affecting the regular pace of work flow.
 4. **B2B communication-** A skill every manager should possess is to communicate not only with the individual within the organization but also with other businesses and organizations. This summer internship program had given me the opportunity to identify brands for various products and had a conversation with them so as to attain the best deal possible in the market. This could be done only with the help of the mentor as they taught us communication, negotiation as well as conflict management

skills which are a must so as to take charge of B2B conversations.

4. IDENTIFICATION OF CRITICAL AREAS-

There were broadly two areas of critical issues which could be observed. These are described below as follows-

Single domain customers- The customers were tied up with the regular products the organization had always offered them. Hence, they had to be given the exposure to new product lines as well and enhance their buying opportunities. This would be a win-win situation for the organization as well as the consumer. Similarly for the contracts also, if the school had contract for shoes, they didn't try to be consumers for other sport equipment, hence this is one of the critical areas the organization is currently confronting.

COVID-19 cost- The pandemic situation decreased down the sales for the organization as well as produced inventory holding costs. This happened as schools and other organizations who were operating on contract basis got shut down and hence the regular inventory which was released for them had to be held by the company. These holding costs with no sales through channels did put a negative impact and hence this is also one critical issue the organization is confronting.

PART C-

5. CONCLUSION

a) Summary of trends in organization

Trends in the organization are inclusive of flexible as well as transparent environment. This gave immense space as well as opportunity to learn, explore and grow. This is something an intern always looks for and even in the situation of pandemic with bearish market, the mentors had to work harder and longer than ever, even then they managed to have one on one discussion with us and that too on regular basis.

b) Summary of feedback given to the organization

Feedback to the organization from the interns end is highly positive because work from home was some new experience for all the interns but the mentors kept the work flow highly smooth and informal discussions during the meeting solved every minute problem which gave the interns contended experience on a regular basis.

c) Summary of Self-Learning

Though, learning opportunities reduced because of COVID-19, but the mentors gave their best shot throughout the process so that the interns could learn various skills such as communication, negotiation, conflict management, problem solving, market research brand mapping, creatively designing marketing campaigns.

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