



Institute of Management, Nirma University

MBA(FT) 2019-2021

Summer Internship

Final Report

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Submitted to: Prof. Ashwini Awasthi

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Company: Sports365



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Purpose of the Report: 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. Ashwini Awasthi, Institute of Management Nirma University, Ahmedabad

DECLARATION

I, Aakash Ghosh, hereby declare that this Interim Progress 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)

Aakash Ghosh

191301

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 Mrs. Upasna Bhatt, Senior HR 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. Ashwini Awasthi 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

We started the project by being introduced into two new brands about to be launched by our parent company. During the first week we gathered information as to how we were supposed to prepare for such a launch. We identified the need of developing brand stories backed by thorough analysis of the market we were about to enter and the variety and degree of competition the products would face. In the first week we designed a brand story and a background sketch of our active sports wear brand GOL. The second week we were involved with analysis. We made a thorough study of our competitors. We analysed the various IMC tools they use, their various marketing strategies, what were their key strengths and whether or not their brand image and techniques were susceptible to errors. The third week we were again assigned the task of research and analysis. This time we scrutinized the various pricing strategies of our competitors, their various outreach strategies and supply chains. We derived price targets for our products and even did SWOT and PESTL analysis of the current market scenario. The fourth week was more about finishing touches for the brand GOL. We decided on colour schemes, possible designs and logos. We focused on brand positioning and brand value.

The next set of four weeks were in a similar structure and plan. This time we worked on the brand SCOULA which tends to premium school uniforms and accessories. The tasks were the same as GOL and so was the timeline. It was just a different market. Throughout the months, I have learned a great deal about both markets and the various procedures and techniques which are implemented into developing and launching new brands or products. Our company Sports 365 has given us an impeccable opportunity to understand and strengthen our grasp on topics in our preferred domain.

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PART- B

RESEARCH BASED PROJECT

INTRODUCTION

Nature of Problem

The practicum was a method focused on research. Sports365 is an online sportswear company that plans to sell casual wear and school uniforms in different verticals. For those reasons, the members at Sports365 intend to introduce two new GOL and SCOULA products. GOL is an active wear brand while the school uniform brand is Scoula.

The concept was in the infancy stage and the organization decided to do a business conditions-related analysis. The entire virtual internship was focused on whether, if brought to life, the two projects listed above would be feasible. The internship was divided into two parts of a month each. The first month we focused on Gol and the second month we worked on Scoula. The work for both the brands included: -

1. Analysis of customer base and clients.
2. Competition brief. Analysis of competition. Source networking.
3. SWOT and PEST analysis.
4. Framing vision and mission.
5. Brand story (portrayal of the brand)
6. Brand positioning
7. Messaging and visual layout of brand. Designing content. Ad design. Outreach strategy.

In short, that was all the things that we had to do with both the labels.

GOL- SPORTS365 is an online retail sportswear company concerned with issue. They also wanted to enter the active-wear segment which is a rising and lucrative market for quite a long time. It's really difficult to win market share with major players including Adidas, Nike, Reebok, Jockey, HRX, Proline, Decathlon and express the audience to abandon old active-wear brand there and turn to a new one. The challenge was to make Gol such a brand that could compete easily with those giants in the industry. The job was to develop a brand narrative that reflected the brand's core message: 'Activities

should be undertaken to have fun rather than just losing weight or building muscles,' so that consumers can connect to the brand as it shapes as is an integral part of their lives, and design sample logos based on brand story, color schemes, prices for selling goods and also what segment to target.

SCOULA- SPORTS365 is now looking to penetrate the uniform business and want to produce and distribute top school uniforms throughout India. As we know in India, most of the parents gets the uniform stitched so we have only a small market where people prefer to get their uniforms customised.

Objectives

The objective of the summer internship at SPORT365 were as follows:

- Developing the brand story- The internship's first and foremost aim was to develop the brand story of both brands. The main aim was to build the brand narrative in such a way that it reflected our brand and would be something the customers would relate to.
- SWOT and PEST analysis-Analyzing SWOT and PEST is important before entering any market. It helps give us an idea about whether or not the product is going to sell. Therefore, study of SWOT and PEST was very relevant for the company before beginning to work on both the products.
- Positioning- The brand's third goal was to figure out which consumer segments to goal for. It is critical part of the whole work because only targeting a proper market segment will help generate sales.
- Deciding color scheme, logo- Another aim of the internship was to agree on both the brands' color scheme and logo. The color scheme had to be appealing, and to attract customers, the logo should be crisp and informative.
- Feasibility- The final aim of our internship was to assess if it would be feasible to pursue a project. It was to be achieved on the basis of analyzing the data collected during the process.

Utility of the study

The study's utility was to create products right from scratch and build them for the market. The research covered all processes for the market right from thinking about the brand narrative to finalizing the brand. From a learning point of view the project was really beneficial because it gave us an open play area where we could work on the brand in any way we liked.

This gave us insights into what to do before we bring a brand into the market.

Through our internship we have carried out numerous activities, such as evaluating, collecting data , creating brand stories, finding a suitable color scheme, selecting the customer segment to target, designing sample logos for our two brands. The project helped bring the information of the textbook into practical use and gave us first-hand experience to working for a corporation in the real world. The mentor 's advice has taught us a lot about the corporate world, and how to do things. Not only did the project help us strengthen our technological skills but also our team skills by allowing us to work as a team to build the company's brand. The frequent mentor contact put us on the right track and first motivated us to concentrate on the important issues.

The summer internship project provided a great usefulness in knowing a company's real job, and also gave us real-life experience using the marketing techniques.

METHODOLOGY

Approach

The approach we have taken for the two the brands are both qualitative and quantitative in nature. For the research related to various competitors and their pricing strategy, we have followed a quantitative approach as for the development of a brand image and story along with various potential IMC tools and marketing/ advertisement options, we have chosen the qualitative approach. For each of the two brands, our tasks may be compartmentalized into two sections. One which focuses on a quantitative approach and another on a qualitative approach.

Qualitative approach

The initial stages of work for both the brand's relied on qualitative research. We gathered information about the markets i.e. the active wear market and the school uniforms market. For GOL(active wear brand) and SCOULA (premium school uniforms) we collected data and studied the various strategies our competitors use to market their products, the various IMC tools used by them, whether it be areas of outdoor advertisement or endorsing celebrities to promote brand image. We also studied how they position their brand and what values do they emphasis on. Whether they use sales promotion techniques or generally sell goods at an appealing price. We also experimented and researched for various colour schemes and design layouts for our competitors brands and how we could incorporate into ours to come out on top. We had also done a SWOT and PESTL analysis of the market for better estimation of our position.

Quantative approach

We employed a quantitative based approach for our two brands GOL and SCOULA when it came to matter of studying our opponents pricing strategy and developing our own estimate of price for a product of our quality. The markets for both the brand's were different, hence accumulating data on our competitors was a difficult task. We first positioned brands based on quality and luxury and accordingly analysed prices of their products. We then used this approach to find an estimate of what our price should be. We also observed current trends in pricing.

Sources of data

For both the brand's GOL and SCOULA, our data sources were both primary and secondary in nature. We gathered data from surveys for active wear brands and school uniform regarding consumer preferences for the same . We also relied on price listing of our competitors various products on the different portals and websites. We relied more heavily on secondary data when it came to analysing our competitors strategies and tools to pull a customer towards their brand.

Primary sources

The primary sources of data we relied on were surveys conducted by us to gather information into customer preferences. What would customers ideally desire in active wears and school uniforms. We also conducted surveys based on pricing ranges customers would be comfortable with in the respective spheres. The primary sources of data also revolved around consumer behavior and activity such as how many times they probably partake in a physical activity in a week or whether they have children and do they go to school or not. Where do they purchase school uniforms from and wether they would trust another retailer for the same service.

Secondary sources

The secondary sources of data we relied on were various prices of our competitors products on online portals. The various ways in which they advertise and how many of these were successful. We relied heavily on online journals and articles to get such information. Our secondary sources of data also comprised of billboards, areas of contact with the target population and studying various brand stories, values and promises published by them. We also relied on secondary sources of data for the SWOT and PESTL analysis we had done.

Method of data collection

Surveys: For data collection we heavily relied on surveys. We sent out various structured questionnaires to the people around us. The surveys were for both active wear users and this in need of purchasing school uniforms. Our surveys were sent via mail and responses were recorded. The surveys revolved around consumer behavior and activity such as how many times they probably partake in a physical activity in a week or whether they have children and do they go to school or not. Where do they purchase school uniforms from and whether they would trust another retailer for the same service.

Observing online portals and records : We collected data about competitors pricing at MRP at various sites. The differences between them and so on. We also relied on online material to collect data on their various IMC and outreach strategies. Past advertisements from online and offline sources were collected to determine its success.

Size of sample

Our sample selection was based on our (researchers) convenience and hence catered to college going and recent professionals in various spheres. The size of our sample would roughly be around Four hundred participants.

Method of sampling

We followed a method of Non probability sampling in which we chose purposive or judgmental form of sampling. Our surveys were conducted in batches via email and because of which we could not pick and chose or make it a probability form of sampling. However once the results came in, those who seemed to be in our target population be it an active student or a parent looking to purchase school uniforms, we counted them in and eliminated the rest for our analysis and coming to an efficient conclusion. Hence, in brief, the method we use was purposive sampling under non probability sampling.

Method of data analysis

We relied on qualitative and quantitative methods for our data analysis. We relied on qualitative analysis in regard to studying our competitor's strategies and techniques while we relied on quantitative analysis to determine various prices across various platforms and their general success rates based on reviews.

Qualitative analysis

Our analysis revolved around various methods our competitors use and how they implemented the same. For eg, What did HRX as a brand do to gain quick popularity or how does Shiv Naresh (sporting brand) gain such a huge chunk of market without following any aggressive marketing in an already saturated market. Qualitative analysis formed a key part of our research.

Quantative analysis

We employed Quantative analysis to gather an understanding of the various price schemes used by different brands and how successful it was taking into consideration the number of people who bought it, reviewed it and rated it on different parameters such as comfort, value for money, etc.

CONTEXT OF INDUSTRY PROBLEM

For our report we were to do brand development of two new verticals of SPORTS365 that are:

- GOL
- SCOUA

There were various problems underlying each of the brand.

GOL

Gol is Sports365 's new active-wear brand. The company focuses on supplying apparel for both the adult and children segments of sportswear. GOL's goal is to build an active wear brand in such a way that people don't need to concentrate on working out only because of weight loss or muscle growth. Gol's goal is to make people enjoy the things they 're doing. It should help them achieve positive outcomes. The field of active wear is a competitive market. By fact it is an oligopoly. The industry has numerous rivals, such as:-

Nike	Proline
Adidas	Fila
Jockey	ASICS
Hrx	Columbia
Puma	2Go
Reebok	Kappa
Lotto	Under Armour

It's a very difficult task for GOL to thrive in such a competitive environment, because we can already see that there are so many players already on the environment. Therefore, the question was to find a way

to help GOL win market share of those products. The work began by creating a survey for the prospective clients. The survey had various questions about what consumers would want from their brand and relating to their preference.

Sample questionnaire would be as follows

1. What type of exercise do you do on daily basis?
 - a. Gym
 - b. Yoga
 - c. Dance
 - d. Sports
 - e. Running, etc.
2. What motivates you to do physical activity?
 - a. Fitness
 - b. Love for sports
 - c. Passion
 - d. Relaxation.
3. What is the most important thing while purchasing sports/active wear?
 - a. Quality
 - b. Price
 - c. Comfort
 - d. Style
4. What active wear brand do you consider buying?
 - a. Well known brand
 - b. New brand
5. Where do you buy active wear from?
 - a. Online
 - b. Offline
6. What would make you buy a new active wear brand?
 - a. Word of mouth
 - b. Seeing the product on social media

- c. Celebs
- d. Magazines
- 7. How can we serve you better online?
 - a. Improve product specification
 - b. Try and buy
 - c. Fast delivery
 - d. Size guide
 - e. Feedback from other customers
 - f. Customer service
- 8. What is your most preferred design for sports wear?
 - a. Minimalist
 - b. Bold colors and designs
 - c. With slogans and picture, etc.
- 9. How much are you willing to spend while shopping for a range of sports wear?
 - a. 200 - 500
 - b. 501 - 1000
 - c. 1001 – 1500
 - d. More than 1500
- 10. What fabric would you buy?
 - a. Cotton
 - b. Polyester
 - c. Poly cotton
 - d. Spandex
 - e. Synthetic fiber

Here are the specific sample questions that the people in survey asked. A total of 358 respondents took the survey, and the further process was carried out with the findings of the survey in mind. We now had a basic idea about the sports wear market and what the company was demanding of consumers. Since doing the analysis, the second part of the issue for GOL was how we make sure customers choose our product and don't go to our competitors. The idea was to come up with a brand tale to which the customer would most closely relate. This was the reason Paperboat was successful. What they did was a brand advertisement created that gave people a nostalgic feel. They could relate the ads to their history. This was the reason for paperboat success. We decided to see GOL do the same. We wanted to create a brand story so people feel that enjoying activities is more important than sweating just to lose weight or gain

muscle mass. Three brand stories were created in this process and one picked out of them which we think was the most accurate representation of the brand.

The next question that we faced was review of the SWOT. As already stated, there are a number of competitors in the active wear industry. A thorough business and competition review was required before any further action. Of this we selected the brand with which our brand would compete and compared the prices of different products such as T-shirts, shorts, track pants. We have studied their strengths and the different marketing strategies that these companies were undertaking to capture market share. We also gave an average price for our products based on those figures.

Brand	T-shirt	Track pants	Shorts/ Half pants
Jockey	450	900	800
Proline	950	1600	1050
Lotto	700	900	800
Shiv Naresh	650	600	500
Ajile	350	700	600
HRX	750	1000	650
Fila	1550	2045	1450
Vector X	600	1040	395
YEPME	380	490	340
GOL	350-400	700-800	600-650

The last phase of GOL 's work was logo design and color scheme design. The color scheme was made in line with the company 's brand history. The logo is the most important aspect of the company, as it provides the consumers with the required company details. This should be brief but still provide the consumers with all the relevant details about the company.

SCOULA

Scoula is another Sports365 launched vertical. Scoula is a luxury uniform brand that offers uniformity to all of India's top schools. The aim with Scoula was to make it an suitable parent brand. The latest school uniform industry scenario is that most parents are hesitant to buy the readymade uniforms. Alternatively, they choose the nearest tailors to have them stitched. That eliminates a large market share. Of the percentage left most schools have tie-ups to supply school uniforms with different vendors. Hence, it is a very tough market to crack.

Next, we need to express to the parents that they will purchase the ready-made uniforms instead of sewing them. Second, we need to get the schools to join up with us.

We used a reverse approach for SCOULA and initially did SWOT analyzes rather than doing brand story first. First of all, the purpose of doing SWOT was that if we wanted to be a really close and competitive company, we had to see if SCOULA really could face the competition. We compiled a tariff study at which various online vendors sold the product in order to get an approximate understanding of the prices at which we would sell our product and whether it would actually be feasible to manufacture and sell the product at the given price realizing that SCOULA will be a new brand and we will have to deliver high quality at a lower price than what the market is currently selling now.

The goal was to make the quality and price so fair that the parents would consider actually purchasing goods from us.

After setting the average price for the different products of the brand, such as belts, shirts, pants, socks, ties, etc., the next task was to select the range of schools that we would approx.

The aim was to manufacture products for elite chain schools of India like:

Delhi Public Schools
DAV Schools
Montfort Schools
Mount Carmel Schools
Springfield Schools

The main aim of producing products for the elite schools was: -

- 1.We can provide high quality goods at fair prices.
- 2.Making goods for chain schools will help to minimize the cost of extra raw materials, as most items are the same in these schools.

While doing research, we concentrated on the mediums we could potentially meet the parents through.

We came up with these ideas:-

- 1.Online Store-Online Stores are the only way to sell our stuff. When comparing the prices of different school products, we noticed some places that sell online school uniforms. There are not many websites that sell online school uniforms, so we can take advantage of this situation and reach the market through this route. This will allow us to improve our revenues.

- Advantages – Still untapped, sales rises, once efficient , low effort.
- Disadvantages – Huge marketing efforts are required, and people may not prefer to buy uniforms online.

- 2.Binding up with schools – The best way to sell our product is to pair up with a school. It helps markete

our product quickly. Many schools already have a tie-up with some vendor, paying a fixed fee for that. It is an added expense to the company, but it really helps to promote our product. This form of advantages & inconveniences are as follows.

- Advantages – Ready market, sales rise, low effort.
- Disadvantages – Commission payable to school, School can't force its specific vendor to buy the product

3.Tie-ups with vendors – The product is one way of selling that we connect with a vendor and act only as a manufacturer. We will tie in with different vendors who can sell the items. We can bond with different vendors around the world.

- Benefits – No need to sell directly to customers, no extra work needed.
- Disadvantages – Difficult to team up with a distributor because he only has one commodity to supply him with, less profit margin.

4.Own Stores – With our own products, we can open our own shops to sell our stuff. This can be cost-effective but to sell our company needs a lot of marketing efforts. It would also incur costs for us to set up our own stores.

We then strike out the last two choices, i.e. tie-ups with vendors and own stores because they were not feasible and only the first two started to concentrate. We have come up with various ideas to encourage two forms that are as follows:

1. We are able to make our products directly visible to the parents through email marketing , social media marketing, etc.
2. We will market our brand using brochures that we can position at the reception area of the schools, notice boards and other locations from which both students and parents can easily access them.
3. Inside the school premises we will set up kiosks, advertise our goods, during activities such as Parent-teacher meetings, annual events, sports day etc.
4. In addition, we can have our stalls set up in the targeted schools during different school functions.
5. Agents may be assigned to distribute the pamphlets of our brand directly to parents outside the school, at periods when the parents are invited for particular reasons to attend school.
6. In addition, we will provide door-to - door service to the parents to gain a competitive advantage over our rivals, saving their precious time.
7. We may use the Cross-Selling approach and sell a supplementary item at a discounted rate to encourage the parents to purchase our items.

The last part was to concentrate on the SCOULA mark story and logo design. The brand narrative has been to concentrate on the brand's quality and price aspect.A few sample logos were also made for the brand which depicted in brief about what Scoula stands for.

PRESENTATION OF DATA

Throughout the internship period we have accumulated, tabulated and analysed various forms of data. It ranged from competitor analysis to survey data collection and processing. Given below are a few samples of the data we used to tackle our given tasks.

- **Competition Analysis**

Name of competition	Type of competition (Comparison)	Distribution Chain used (How are they sold)	Price ranges and Quality	Branding and imaging	Customer Market	IMCs used
Shiv Naresh	Sports apparel brand of Indian origin. Increasingly popular in Akhras. Quality Apparel at reasonable pricing.	It directly ties up with athletes and players. They sell their products both online and through retail. They use dealers such as Amazon for online and host their	Quality of the products are good and they deal in a diverse range of products such as track pant, official team jerseys and so on.	Sportspersons such as Mary Kom, Sardar Singh, Vijender Singh, Sushil Kumar, the Indian hockey team, Mohun Bagan and East Bengal	Caters to mainly local showrooms and sports houses. Has an online presence too. Die hard club fans as well certain iconic	The Shiv Naresh Igo is copied from Slazengar. Sponsored Hindi movies and athletes to get focus. Marketing and advertising is least aggressive. However has

		products in a variety of local showrooms.	Avg price for an article of clothing is around ₹ 550-650	wear apparels of Shivnaresh. It's marketing is not aggressive and is less perceived by the urban youth. However, it has a strong presence.	movie stars help drive demand in specific sports.	created an appeal.
AJILE	Sports and casual apparel brand for men. Founded by Pantaloons. Higher quality apparel at low prices. Does not necessarily just cater to sports aligned wear. Also thrives in the casual wear section.	Being the brain child of India's largest retail chain has an abundance to showcase their product all over the country. All Pantaloons store have them. Other offline retailers do not subscribe to them however. Online presence is low.	Sells a host of apparel and garments catering to casual and active wear. Shorts, socks, track pants and t shirts have a lot of variety. Avg price for a sporting apparel is ₹350.	The brand name aligns their product sector. Marketing isn't outdoor and aggressive but indoor and store bound. However, it is well perceived by both the young and older generations of the Indian market. Products are of good quality and ensued faith among regular buyers.	Everyday shoppers. Malls and retail outlets. Has a strong foothold in both the generations . Online presence is low but retail presence is very strong. Urban youth consider it a brand of great comfort.	Uses Pantaloons brand name. No other form of outdoor advertising present. Indoor and storeroom advertising.
HRX	Sports apparel and lifestyle brand found in most retail stores. Manufactures shoes as well as sports apparel. Quality products at a	Uses various retail and online platforms. Outlets such as shoppers Stop also foster to their sales. They also have their own showrooms.	Sells a variety of sports and lifestyle apparel. The pricing however is high compared to its competitors. The avg price	The brand is the creation of the iconic Hritik Roshan who endorses a fit and active lifestyle. He is a major reason for the performance of the brand. The brand	The brand targets an urban crowd. Mostly youngsters. Online presence is very strong for the brand. The brand has an ability to sell	All out aggressive marketing campaigns, be it digital media or print advertisement . TV ads, posters, bill boards all are under their tools. Strong relationships

	higher price range.		for an article of clothing would be ₹800 - 1000.	has penetrated the Indian market in a short span.	owing to its strong presence of Bollywood icon Hritik Roshan.	with online platforms and endorsements make it appealing.
Jockey	Sports apparel brand of American origin found in most of the retail stores offering high quality.	It sells its products using various platforms. It has its own stores and also sells its goods through its own website. It also sells its goods through various retailers and e-tailers.	The quality of the products offered is very excellent which is sold at good prices. The price bracket ranges from 500-900.	The brand spends a lot on marketing. The brand is endorsed by Amanda Dlamini. The brand also hire various athletes for advertising and has penetrated the indian market and has become a well-known name.	The brand generally caters to the adolescent and the adult segment i.e. the age bracket between 13-45 years. It targets both men and women.	Jockey uses various IMC tools for marketing such as social media marketing, advertising.
Proline	Proline is an Indian apparel brand which was born in 1983 for fulfilling the need for good quality sportswear.	Proline sells its goods via retailers and e-tailers. It also has a website and sells its goods online. It is a big brand loved by many indian consumers.	Proline has focussed on providing good quality product at cheap prices. Proline has targeted the middle income level people.	Proline is trying is to create its brand image in the market by associating with the likes of Vinod Kambli, Ravi Shastri and Sandip Patil.	The product caters to the middle income segment. This brand produces products for the adults and the adolescent s.	When it comes to advertising, Proline hasn't been seen to be that aggressive as compared to that of its counterparts. It makes use of social media marketing to increase its brands outreach.
Lotto	Lotto is an Italian brand originated in 1973. It was basically a footwear brand but soon diversified into the sports	Lotto sells its products through retailers and e-tailers like flipkart and amazon.	Lotto is a good brand which focuses on quality products. The price of the products is	Lotto is spending a lot on its brand outreach. It has a contract with the tennis ace Sania Mirza who is the brand	Lotto caters not only to the adult segment but it also has products which have been specifically	Lotto is spending a lot on marketing to help capture more market share. It is using advertising, sponsoring various events like

	apparel segment.		moderate high.	ambassador of Lotto.	designed for kids.	fashion weeks and football teams.
Sparx	Is a Delhi-based brand and is a part of Relaxo Footwears. Is Known for sporty design and wide variety of products, which includes shoes, sandals and fabricated slippers.	It uses both online and offline channels for selling. It has around 280 offline retail stores in 12 different states of India. Online platforms like Flipkart, Amazon and Myntra	The brand is ranked 3 rd Most Trusted footwear brand in India. The products are priced somewhere between Rs.500-1500.	It has some highly influential Brand Ambassadors like Salman Khan, Akshay Kapoor, Shahid Kapoor, etc.	Sparx provides attitude, style and toughness in its products and thus targets the younger generation which includes school and college students.	Along with the conventional sources of marketing, Sparx has entered into digital gift voucher space with GyFTR, to create more visibility in the market.

- **Deciding colour scheme based on qualitative secondary data**

In the sporting world, it has been proved that the color red puts athletes at a distinct advantage. Sports psychologists Russell Hill and Robert Barton conducted a study in the 2004 Olympic Games that investigated the influence of the color red in 1v1 boxing, tae kwon do, GrecoRoman-wrestling and freestyle-wrestling matches. The Olympic workers allocated red or blue clothing to each athlete at random in each event. The findings showed, "If there was a major difference in point — probably because one contestant was much superior to the other — color had little effect on the outcome. When there was a slight difference in point, the color effect was sufficient to tip the balance."

From the above study, we can infer that the colour Red or blue should be our primary choice. Not just for performance sake but also for appeal, visibility and steering consumer emotions revolving around passion, sports and fitness.

- **Prices of various school uniforms and accessories**

Name	Skirt	Belt	Shirt	Shorts	Socks	Trouser	Tie	Shoes
Delhi Public School	242	84	242	210	75	452	-	-
Advanced Academy	250	50	250	160	50	300	100	370
St Arnold School	300	55	220	170	50	310	100	-
Prestige Public School	250	50	260	180	50	300	-	-
Amity International School	552	70	330	264	70	420	-	-
GD Goenka Public School	500	70	360	360	70	512	-	-
St. Xavier's School	200	50	289	220	50	365	60	-
St. Mathews Academy & Junior College	342	50	285	-	55	340	-	220
Loyola High School	-	50	219	238	50	457	-	-
SCOTTISH HIGH INTERNATIONAL SCHOOL	370	-	380	290	50	700	-	-
NK BAGRODIA PUBLIC SCHOOL	-	107	341	-	74	352	95	352
MAXFORT SCHOOL	530	140	520	500	95	750	-	1100
Lotus Valley International	435	80	300	250	50	440	80	-
PRESIDIUM SCHOOL	500	-	600	360	132	594	-	-
RYAN INTERNATIONAL SCHOOL	460	90	350	330	-	440	110	-
THE MOTHER'S INTERNATIONAL	300	80	250	290	65	425	-	-
SPRINGDALES SCHOOL	550	85	580	440	85	600	-	-

ANALYSIS AND DISCUSSION

Conclusion & Managerial implications

The internship opportunity that we were presented turned out to be a huge learning curve. Although the profile activity was mostly online. We learnt in depth about two different markets from scratch. Through this internship we were able to use different tools and learn to chose and implement different strategies for different situations in two separate markets. We made many observations in both the markets, identified key problems and even advised a few solutions.

It's a very difficult task for GOL to thrive in such a competitive environment, because we can already see that there are so many players already on the environment. Therefore, the question was to find a way to help GOL win market share of those products. Pricing products in the beginning was a problem since established brands offered better prices. For SCOULA the most basic and difficult problem was the commitment of schools to dress houses and certain retailers. Moreover consumer behavior dictated that parents go and purchase school uniforms personally and with a supplier who is tied up with the school. Hence, breaking past these barriers put us to the test. We learned how to balance time in a new

environment and approach. The internship made us hone our management skills.

We gained vision and depth into topics which were unknown to us such as the complexity of the school uniform market.

Recommendations

- Sports365 can invest in the creation of a separate segment for adventure sports, specifically targeting sports schools where students take part in different expeditions. Paragliding related sports accessories; horse riding can be sold at this store. Possibility to discover potential in segment on adventure sports.
- Other services related to mentoring and proper encouragement of students in the field of sports can be generated on the company site, which will help to provide the students with a personalized offer based on their interest and dedication to the different offers. This would help in establishing an all round brand presence and better user experience as well as sustainability of collaboration with online sports coaching institutions.
- The company can partner with different high-tech companies to change its products in line with the latest trends. It will integrate various types of technical materials that will add versatility and comfort to players from different sport domains. This will also help to improve the awareness of the brand and to integrate effectively with the sports academies.
- Company will establish various types of partnerships in India with an rising number of sports leagues. That would ensure maximum support from people throughout the country, particularly sport fans. 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.

LEARNINGS

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

- I learned how to plan a specific project and split it into sub-parts by means of an imaginative approach, which enabled us to understand the problem and thus to understand its various parameters.
- This project also helped me recognize the current developments in the sportswear

market and helped grow our creativity towards linking sport and education. This has also helped me link the future trends with the current product and service design.

- Comprehension of the different marketing channels and their classification as regulated or outsourced has been established through in-depth research as well as the nature of the issue. It has also established the capacity in us to introduce the appropriate channels of product distribution.
- It allowed work to be done and addressed in a new environment. A great learning curve has been the compilation and proper use of the data.
- This project has enabled us to research and understand the different methodologies for increasing the customer base and how a long-term sustainable business can be applied to the particular segment. Client input methods were researched, and the best solutions were chosen to make revenue sources even more feasible.
- The final week of research has allowed us to understand the methods of introducing new products and services in pre-existing competitive and saturated markets.

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Annexures

