



INSTITUTE OF MANAGEMENT

NIRMA UNIVERSITY

MBA (FT) 2019 - 21

Summer Internship Project

With



SUBMITTED BY:

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191318
SECTION- C

SUBMITTED TO:

PROF. TEJAS MODI

DATE OF SUBMISSION: 05-07-2020

TITLE PAGE

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Company Name	Sports365 (Pulse Sports Pvt. Ltd.) (www.sports365.in)
Company 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, Garudachar Palya Main Road, Mahadevapura, Bangalore – 560 048.
Organization Guide	Mr. Ashish Bhiwani Sr. Sales Manager
Internship Area	Sales & Marketing
Institute Name	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Prof. Tejas Modi Institute of Management, Nirma University, Ahmedabad.
Purpose of Report	Submitted as partial fulfilment of the requirement of the MBA Course (2019 - 21)
Duration of Internship	1 st May 2020- 30 th June 2020

ACKNOWLEDGEMENT

The internship opportunity I had with Sports365 (Pulse Sports Pvt. Ltd.) was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to communicate so many wonderful people and professionals who led me through this internship period.

I express my deepest thanks to Mr. Ashish Bhiwani, Sr. Sales Manager(Sports365) for taking part in useful decision & giving necessary advice and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I entered in MBA program at Institute of Management Nirma University around a year back. This institution gave me an excellent chance to gain proficiency with the aptitudes required in the present unique market. It is a benefit to have a tutor like Prof. Tejas Modi, a well-experienced workforce at Nirma University. His direction has been helping me to go a concentrated way.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

-Bhanu Pratap Singh Rathore

EXECUTIVE SUMMARY

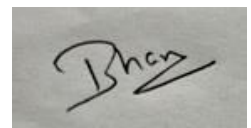
The two-month summer internship program at the School of Management at Nirma University is an integral part of the two-year MBA program. SIP enhances our resume by providing us with a lot of knowledge in the business field. Thanks to our internship on campus, I had the opportunity to work with SPORTS365 (one of the earliest sports and fitness companies in India). In this report, I will share some experience and learning during my work in Sports365 from May 1, 2020 to June 30, 2020. I am a sales person in the management trainee-project "Sales Strategy Research and Channel Partnership with Schools365". I am responsible for helping us promote the new product line to a company called Schools365. The company is committed to introducing e-commerce for school-related products (such as uniforms, school bags, toys and school supplies, etc.) new product category. Therefore, my job is to analyze this new product category and its growth potential and help the company successfully launch it.

UNDERTAKING

I, Bhanu Pratap Singh Rathore, hereby declare that my Interim Summer Internship Report, submitted in partial fulfillment of the Summer Internship Program is original and is not substantially the same as one which has already been submitted in part or in full for any such similar qualification to the University to the best of my knowledge.

Name: *Bhanu Pratap Singh Rathore*

SIGNATURE:



Roll No.: 191318

Section: C

Batch: MBA – FT (2019-2021)

Date: *July 5th, 2020*

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PART- A

ABOUT COMPANY:

COMPANY NAME- Sports365(Pulse Sports Pvt. Ltd.)

YEAR OF INCORPORATION- 2012

ABOUT THE COMPANY- Sports365, India's head sports and wellness organization, is a consequence of community oriented exertion of experienced administration experts with enthusiasm for sports, driving Indian brandishing symbols, sports industry specialists. The originators of Sports365 accompanies the joined proficient experience of over 25 years across driving organizations like P&G, Mckinsey and Co and KPMG, and solid training family (NIT and IIM). The establishing group is upheld by sports and wellness symbols like Mahesh Bhupathi, Yuvraj Singh and Lara Dutta. Sports365 owns and operates various online portals like **Sports365.in**, **Tennis365.in**, **Running365.in** & many more which are the preferred choice for the sports lovers in India.

DIRECTORS - **Chandra Sekhar Reddy Garisa** (Active Director from 2012), **Mahesh Bhpathi** (Active Director from 2012) **Prasad Srinivasa Peddu** (Active director from August, 2014), **Ramikishan Rao Mattapalli** (Active Director from March, 2015)

VISION- Born out of passion for sports, the company's vision is **"To be the first port of call for sports and fitness related needs"** for individuals and institutions.

MARKET & SCOPE OF BUSINESS- To give one stop answers for the brandishing prerequisites through crossover business arrangement that it E-trade and to organizations like Premier wearing groups, Clubs and Academies, Schools and Colleges, Corporates and some more. A portion of the administrations offered to foundations incorporate games products, sports stock plan, advancement and dissemination, sports framework, occasions and counseling. So organization is attempting to cover enormous market space through half and half plans of action.

AGE OF COMPANY - 8 years, 8 moths, 26 days

MAJOR LANDMARKS AS FOLLOWS:

2012 - Raised seed funding over 1 crore from friends and family. Team building and setting up technology and operational infrastructure

2013 - Startup added business revenue of 4.6 crore in 6 month. Introduced 150+ institutional customers including leading schools, sports academics, professional sports teams like ISL and I-league

2014 - Raised fund of 7 crore from US- based venture capital firm Powerhouse ventures. It focus on investing in high growth markets like India across niche sectors like E-Commerce, Clean Tech and Health care. Powerhouse Ventures has supported Sports365 since its early days with funding, advice and strategic direction. New director on board - **Prasad Srinivasa Peddu**

2015 - Started partnerships with leading sports & fitness brands within and outside India to help them harness the true potential of Indian market. Some of the strategic brand partners for include likes of Hero Cycles, Wimbledon, Victor, Mizuno, V22, Lumo and more. Company acquired **Tennishub**. New director on board - **Ramikishan Rao Mattapalli**

2016 - Started working with organization like **Go Sport Foundation** and **India for Sports** across with initiatives including funding raisers, charity and athlete development.

2017 - Increased their product categories and products lines. It started stocks of 125+ badminton rackets, 100+ tennis rackets and 50+ squash rackets covering all international brands like Yonex, Wilson, Babolat, Head, and Prince. It started new product line with trekking and cycling equipment.

2018 - The company started focusing on conducting events to build a community around sports in India (examples of community building: **Common Floor-** around a real estate product, **DogSpot-** around a niche ecommerce site and **HitWicket-** gaming site).

2019 - Started researched about new segment called as **School365**. Company wants to utilize this B2B business form for business of new segment. Allowing institution to buy all school related accessories from school365 like bags, Uniform, Lunchboxes etc. Company target to lunch this project from 2020

PRODUCT - The items offered by the organization incorporate different sporting gear required by each significant game on their platform. The site additionally has explicit spaces like Running365, Tennis365, and so on for giving a considerably more customized understanding to the clients. Aside from this they are additionally wanting to dispatch two new items with the name of GOL and SCOULA. GOL is their donning clothing brand simply like racer.

SERVICES -The Brand Name Sports365 provides the services such as Racket Sports, Team Sports, Running & Fitness, Cycling & Outdoor, Fan Gear which comes under SMEs/MSME and serves at Entertainment Industry.

RANGE- The Company offers sporting gear of a wide assortment. It ranges from ease items to the significant expense items which the experts use. Reaches fluctuates from marked gear like Wimbledon Towels, Unicorn to nearby brand items.

BRANDS OWNED - Tennishub, GOL and SCOULA

CUSTOMER PROFILING – For prepared players, they present to them the best brands right to their doorstep. For the individuals who love to play, organization make hardware available. For the individuals who are yet to encounter the highs and lows of sports, they acquaint them with the wondrous decent variety of sports and wellness, through different organizations commitment programs.

PRICING - Much subtleties for these angle as not been imparted to us. From information examination, I can say Company sell 25,000 items for every month with a normal ticket size of ₹ 1600-1700. This ticket size is for B2C. At B2B they sell at less value in light of mass purchasing. The organization acquires 35-40% edge on the offer of its private mark items, which is 3-4 times bigger than what it gains on selling results of different brands.

DISTRIBUTION STRUCTURE - Organization work like outsider with regards to B2B business. So disconnected business has arranged conveyance structures from brand (merchant or seller) to Institution (or Corporate). For B2C business they have Staff committed for giving items at purchaser entryway steps. This staff incorporates Delivery young men. Organization likewise have posting on Amazon and flipkart to utilize their foundation

COMPETITORS:

Particulars	Sportsjam (Sukrt Retail Pvt. Ltd.)	Khelmart.com
Date of Incorporation	05 November 2011	2013
Directors	Din Dayal Todi, Shraddha Jhunjhunwala, Ashish Todi and Nirmala Todi.	Sumit Garg
Products/ Services	<p>Providing products right from acquets, Balls, Bats, Clubs to Shoes, Caps & other thousands of accessories</p> <p>Prodcuts varies from Sprots, Fitness, Shoes, Clothing, Fan Gear etc</p>	<p>Khelmart is an online mega store for sports persons. It provides sports goods related information and online buying options for variety of sports goods like (Cricket, Badminton, Volleyball, Cycling , Boxing, Fitness etc).</p> <p>It also facility so that user can judge and analyze the equipment before planning to buy.</p> <p>Khelmart also assists you in choosing better equipment through comparison charts and informational video.</p>
Business Model	B2C business model with both E-commerce and offline business both. They have 3 stores in Kolkata, Pune, Delhi	<p>B2C</p> <p>Only E-commerce business</p>

Above mentioned are the Indian companies which are serving consumers like Sport365

Other big competitor is Decathlon which is in both B2B and B2C business and serving many countries other than India. It has more than 60 stores in India from last 5 years.

INDUSTRY CLASSIFICATION:

We have an extraordinary possibility in sport industry because of different components like games cherishing individuals, profoundly instructed workforce, and accessibility of essential foundations like power and crude materials and extent of MSEs. Besides, the open doors in sports never confine to sports products manufacturing.



Three sorts of foundations are normally found:

- 1. Big foundations:** These are commonly outfitted to exports other than taking into account the residential market.
- 2. Small foundations:** These generally manufacture sports products for the local market. Both the Big foundations just as the Small foundations are enrolled either under the Factories Act, 1948, or under the Shops and Establishment Act of the state.
- 3. The unregistered units:** These units are for the most part little locally established units which are normally run by the relatives, however now and again with the assistance of several recruited workers. These units don't have an immediate access to market.

INDUSTRY STRUCTURE:

General Nature of Competition- Competition between the sports good makers is moderate to high. Rivalry among dealers to pick up piece of market share exists in the territories, for example, new innovations, item execution, cost and administration, structure, and vital unions, and so on.; anyway there are undiscovered markets making it beneficial for present and potential new organizations to enter the athletic gears business.

The percentage of that athletic gear makers spend on Research & Development is commonly littler than in some different ventures.

Price tag is a huge factor which influences the purchasers, along these lines making a characteristic competition between makers. Like the greater part of the US items, athletic gear created in the US is notable and regarded for its quality and administration all through the world.

There have been two mainstream approaches to diminish production expenses and remain cost serious: through web based business and through the development of associations with retailers. The web has become a vital piece of the circulation procedure in athletic equipment producing.

Organizations attempting to enter the sports equipment market need to spend more on innovative work and promoting than existing organizations so as to endure and be fruitful in the opposition for the piece of the overall industry and buyer base.

Economic Policies and its impact-1. Government has taken it upon itself to implement programs to promote excellence in sports. At the forefront of the efforts stand the Sports Authority of India (SAI) - the field arm of the Ministry of Youth Affairs & Sports.

2. The government wants to develop India as a sourcing hub for sports goods, apparel and footwear. For this, 100 per cent FDI is allowed in the manufacture of sports products.

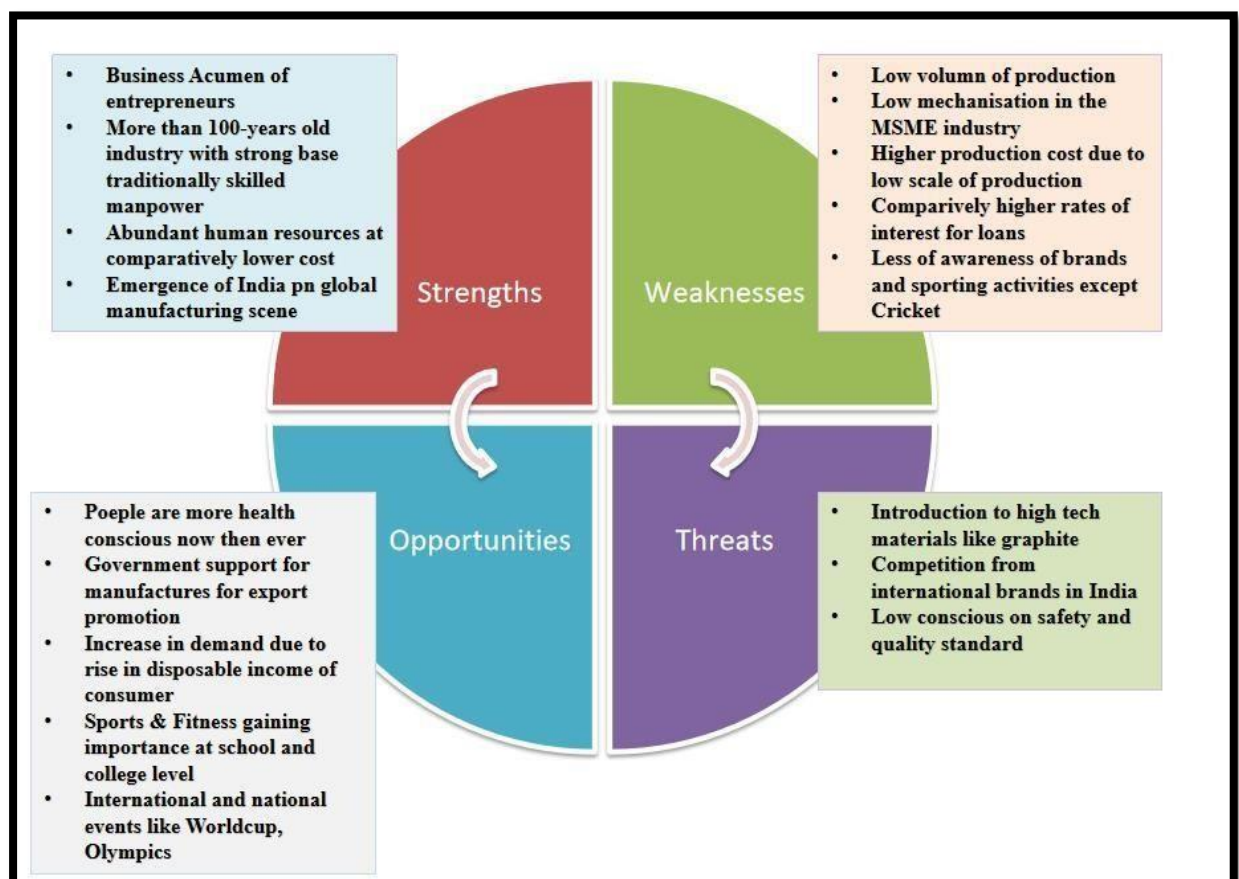
3. Different state governments also provide incentives to promote manufacturing and assist the sports industry in their state.

4. Trade Policy (2009-14): As per the trade policy of the duration 2009-14, special initiatives have been proposed in the Sports Goods sector. For promotion of export of Sports Goods, import duty will not be levied on certain inputs used in the manufacturing of Sports Goods.

The sector has been set at a high priority under the MDA/MDI scheme. Also special funds have been allocated under the MDA/MDI scheme for promotion of exports in the industry.

5. 3% Duty Free Import Scheme: In order to promote export of Sports Goods from India, the government has given Custom Duty exemption on import of certain inputs required in the manufacturing of Sports Goods. The exemption is basically given to manufacturer-exporter of sports goods and is to the extent of 3% of previous years FOB (Free on Board) value of the goods exported by the manufacturer. The following goods have been exempted as per the above scheme: (i) Nylon gut (ii) PU or nylon grip sheets for hockey sticks

SWOT ANALYSIS OF INDIAN SPORTS GOODS INDUSTRY



EXTERNAL ENVIRONMENT FACTORS:

Technology- Technology has become a more pronounced changing force in the industry. Sporting equipment has been developed with technology features attached, like MP3/ipod sports shoes, the 'iGallop' and mini stepper. Sports gears are increasingly designed with the help of the latest sports science, with the application of new materials to enhance performance.

Aspiring for Higher Standards- The continuing pursuit of even higher standards of end-user safety and performance is now stimulating the use of higher priced, branded specialty fibres and other materials.

When developing new sports goods & equipment, consumer satisfaction, aesthetics and pleasure in use, consumer safety, diversity of different sports and age groups, environment: extremes of temperature, rain, snow, ultraviolet, etc, lifetime, short development lead-times needs to be considered.

Professionals Involvement- Endorsement agreements with sports stars and sponsorship and license agreements with sports events are important factors for the products/brands to be success. Thus sports stars, teams and tournaments are often sponsored by sporting goods companies. Close connections with sports stars and coaches could provide a source of competitive advantage.

Labour and Workforce laws- The labour laws are also creating problems for small & medium enterprises. Since the manufacturing units require employment of casual workers for short periods, depending on orders/demand. The labour laws need to be made more flexible for undertaking such engagements.

ANALYSIS OF INFORMATION:

Based on my understanding about the company is that it was started with a very little initial capital and in starting their initial objective was very clear that is to use the capital available in most effective and efficient way and at the same time they were very clear about the long term object of the company i.e to capture the sports market in India.

FUNDING- In span of 2 years of corporation company had 2 rounds of investments - 1st in 2014

- US \$200,000 from power house and 2nd round of investment from Zolon Ventures US \$1million. In next few months company was in talk to raise the fund of US \$5 million to 8\$ million.

REVENUE-

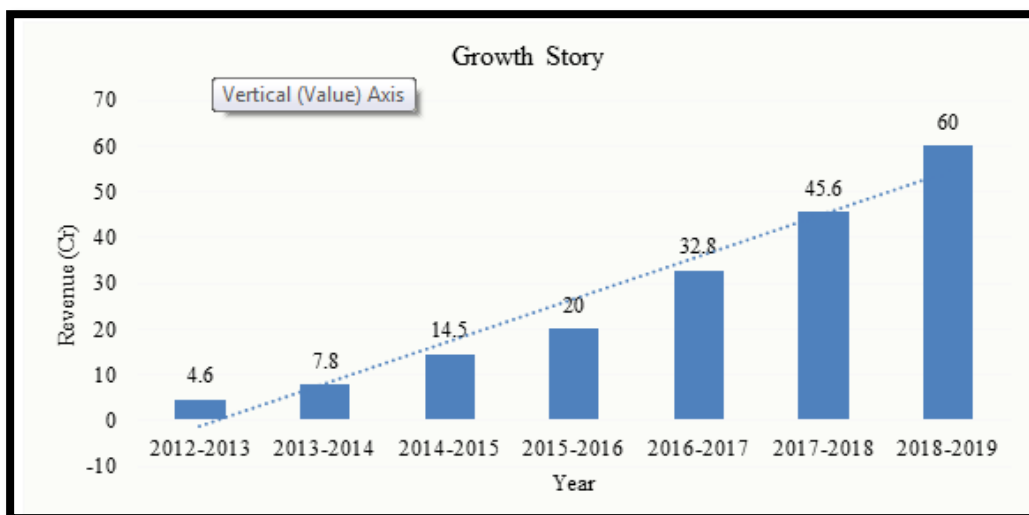
2012-2013 - Rs. 4.6 Crore (1st Fiscal year of Company)

2013-2014 - Rs 7.8 Crore The revenue increased with 69.5%

2014-2015 - Rs. 14.5 Crore. The revenue increased with 85.8% in next year itself 2015-

2016 - Rs.20 Crore

2018-2019 - Rs. 60 Crore



The above figures indicate the company is growing at greater speed than other companies in the same industry.

EBITA of the company has increased by 173% as compared to last year, which indicates that operating expenses in relation to total revenue are small, ultimately leading to a more profitable operation.

VALUE SYSTEM & CULTURE:

Company believes Sports/fitness is more than passion, a part of life for the whole sports365 team and reflects when they deal with customers. An example, sales guys visiting a school for a sales call end up doing few knocks at the badminton court/TT table and advising kids.

COO believes Stars align to form a team like this. It's possible to replicate product/services USPs, but tough to do that with Team's DNA and culture.

Biggest challenge for any startup remains to get the right team in place and align vision. Sports365 have built a leadership team from pedigreed institutes and experts in their respective fields. They have all held jobs in various technical and management positions, and are in Sports365 for only one reason – to work on their passion, which is Sports. Every member on the team is an athlete and loves to play.

Mr. Aashutosh: – Post Graduate in Management from IIM Lucknow, Engineering degree from Nirma Institute. Aashutosh leads the Marketing and Analytics functions.

Star Cricket Player Mr. Vinay:- MBA from XLRI, Jamshedpur. Vinay leads the institutional sales vertical of business and has lead sales at hospitality and sports/fitness brands in India. **Plays Volley ball and swims.**

Mr. Dheeraj :- MBA from ISB, Hyderabad, Engineering degree from RV college Bangalore. Dheeraj leads the effort on Product management, Usability and business development. Dheeraj lead product management and marketing functions at Thoughtworks Inc. **Plays Basket ball and Badminton.**

Mr. Moy:- Engineering graduate from PESIT with rich Operations experience. He leads fulfillment and logistics functions. He has represented his school team at national tennis tournaments and an **avid football player.**

Ms. Sanam :- MBA in Marketing and Advertising from University of Leeds, Business School UK. She leads Social Media and Digital marketing functions. Plays Badminton. The above details of team indicates that team is as good in sports as in business acumen.

Value system of company includes to serve the customers with good quality and premium products. They want to have partnership with not only known brands but not so famous brands so that both business can have advantage of each other. It believe in whole industry to grow.

COMPARISON WITH SIMILAR PLAYERS IN INDUSTRY:

E-retailers sports equipment industry in India is yet to be properly penetrated and it is not like the a particular E-commerce industry which has been able to reach till tier 4, tier 5 cities as well as the rural market in Indian economy.

More brand on sheets: As contrast with different organizations in the market Sports365 has tie ups with the most number of brands than some any other organization.

Wider items offering: Sports365 has additionally increasingly wide scope of item to be offer to the clients just as the schools and other organization with which it has tie ups for instance: Sports365 likewise offers those technology-equipped supplies that are requirement for the training meetings. Such gears are not accessible on the sites of its rivals.

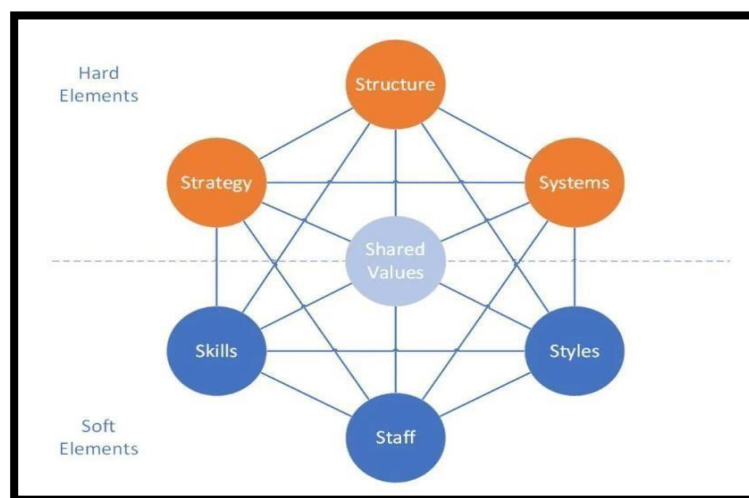
Institutional client base: One thing which is extremely exceptional with sports365 is that it not just relies upon singular clients for its income yet additionally foundation like schools and sports clubs likewise contribute in its revenue.

COMPANY'S STRATEGIC FRAMEWORK:

The fundamental aim of beginning this endeavor was to serve the under-served and exceptionally unsaturated market of sports and fitness industry. Till today organization vision and mission is centered around thought to fill the loop holes in industry by serving sports and fitness related requirements of people just as establishments like schools, colleges, etc. So their methodology and objectives are in every case clear with the mean to serve this industry. The technique and startegy is to take the dominant Market piece of the overall industry in this space.

ANALYSIS OF ORGANISATIONAL ASPECTS USING 7-S FRAMEWORK

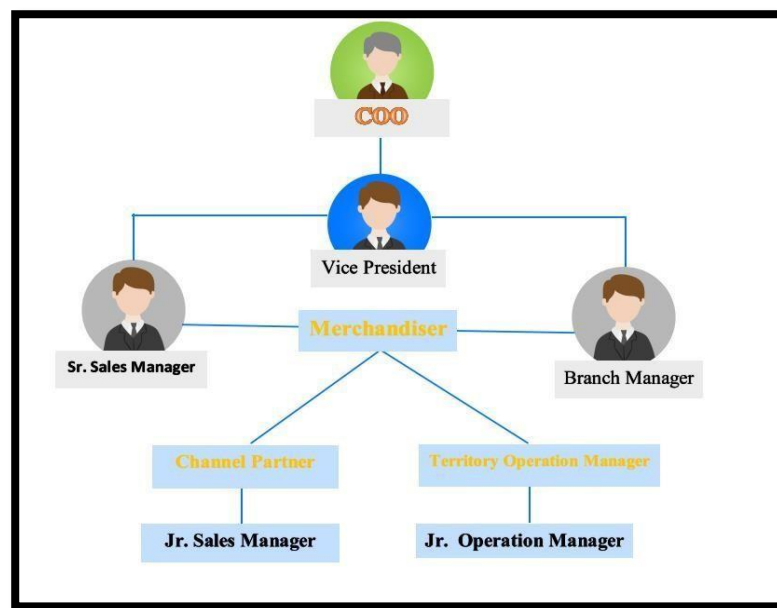
McKinsey's 7-s Framework is used to describe how different parts of organization work together using 7 key elements: Strategy, Structure, Systems, Shared Values, Skills, Style, and Staff. Out of these Strategy, Structure and System are classified as hard elements as they are easily identified and managed. While the rest are said to be soft elements.



STRATEGY- The methodology is to build Hybrid Business Model. To be called as Specialist in class with web based and e-commerce business and institutional commitment model. They are associating with networks and total client base at different scholastics, schools/universities, corporate, fitness focus and so forth. Association is striving to interface with sports and fitness fans at the grass root level and cultivates the soul through dynamic support on the ground

Their second most significant strategy is to fabricate and keep the Team's DNA. The upper hand for this association is its Team which incorporates profoundly qualified individuals, players and competitors. At whatever point whole team manages client, the passion and spirit for sports is reflected.

SYSTEMS- Firm immovably has confidence in clients supports and fulfillment. They have formal frameworks that items or athletic ewuipments should be of brands and great quality. They have legitimate dissemination frameworks to convey their items on schedule. Organization holds frameworks for new business improvement and Merger and Acquisitions.



STRUCTURE-

Above chart shows the Top management structure of company. Interns generally reports to Sr. Sales manager or VP. Other employees(IT, Catalogue domain) work under Jr. Managers.

SHARED VALUES- Values to arrive at the Revenue focus of Rs.1000crore in upcoming years. The authoritative continually alludes as "First port of call for sports and fitness related need" for people and establishments. Each individual partner with association have confidence in above expressed explanation and work as needs be. The offer qualities to make work simple. The representatives, staff, Managers and assistants esteem cooperation and trust one another. These

values are consistently shared and developed as new understudy or representative join to organization.

SKILLS- Alongside top administration abilities, all the members and employees or interns are competitor. Organization accepts a dedicated sports person is constantly persuaded to manages deals and advertising. Sportsmanship instructs winning. So organization for the most part employ the people who are acceptable in certain games. Company Co-founder is fitness oddity and badminton player. COO is moved on from IIM-L and worked in top organizations like P&G, McKinsey. He is tennis player. Every single other associate and troughs are either star cricket player or volley athletes or swimmers and so forth. These regular aptitudes assists with keeping the group spurred and permit to praise achievement together.

STYLE- The style of initiative is embraced by organization. Increments in inspirations among assistants and cooperative people are done through inputs, games and raises. Representatives are permitted to take choices and take an interest in dynamic decision procedure. The workplace in organization is continually inspiring and on high. There are adaptable working hours. Organization has majority rule the management style with acceptance of sports as culture.

STAFF- Staff work upon consumer loyalty and helping organization to accomplish its objectives. Organization gives better advancements and profession open doors for their staff. They are given money related awards as and when they accomplish or convert best clients/establishment for organization.

Presently, organization aspires to begin the new items section with venture names schools365. This venture will take a shot at same model as sports 365, however items will change. The end client may change. Organization as of now have immense information about schools and foundation where they give sports items. Presently organization wants to give uniform, water- bottle, lunchboxes, packs alongside athletic gear. For this venture methodology, System, shared worth, structure, style will stay same however staff, abilities required will change. So now organization is taking a shot at these parameters attempting to interface various sellers and vendors who can give these materials

COMPETITIVE POSITION IN INDUSTRY:

Porter's Framework uses five forces which help us analyze the competitive position of the company in industry. These five forces not only analyze the structure of the industry but also the corporate strategy it uses. These five forces are often used to measure the competition intensity, attractiveness and profitability of an industry. The five forces that are used in Porter's Framework are:



THREAT OF ENTRY(WEAK FORCE)- At this point of time, there are low boundaries to enter. Be that as it may, new contestant will require the immense assets.

Sports365 has upper hand that it has multi-channel circulation. Organization centers around institutional deals to schools, corporate and sports club and scholastics that offer high-esteem mass business. The top administration individuals have solid corporate contacts so it became easy to get adequate funding. A few superstars like Yuvraj Singh, Larra Dhutta have advanced the brand. So however it is anything but difficult to enter in this space of industry yet it will be hard to rival sports365. The organization has raised subsidizing from US-based investment firm powerhouse adventures and IT benefits firm Zolon Tech. Organization make progress toward capital implantation to serve unstructured industry with disruptive innovative arrangement.

BARGAINING POWER OF BUYERS (MODERATE FORCE)- For B2B business, the threat from purchasers is more. They purchase in mass so they have high bargaining power. Organization would prefer not to lose their purchaser base and for purpose of relationship, attempts to alter in costing. Exchanging cost for purchasers is low a result of quality of neighborhood merchants who can serve at lower cost than sports365. It is anything but difficult to track down the providers for these items so danger from buyers increments.

BARGAINING POWER OF SUPPLIERS (MODERATE FORCE)- Organization manages

sellers or vendors for sports related items. Organization attempt to make the success win circumstances by giving on the web portal to the products from these vendors/merchants/produces. Organization purchases in mass so they even have advantage on valuing. There is devoted team of promoting and deals which is attempting to contact these vendors from various regions of nation and permit them to ready. Huge numbers of providers make power of danger moderate. The moderate size of individual providers bolsters a moderate level of sellers' impact.

THREAT FROM SUBSTITUTES (MODERATE FORCE)- Exchanging cost of sports365 items is low, so danger is high. The substitute are effectively available. The substitute are accessible nearly at same cost. The items are not separated.

INDUSTRY RIVALRY (MODERATE FORCE)- Sports365 is new and imaginative web based business adventure. With regards to sports web based business industry, there are no huge players in India. So level of power rivalry is less. Organization attempt to cover more piece of the pie with its Hybrid Business Model (retails just as B2B). This startup entails sports and fitness items (directly from you tangle to swimming apparatuses, golf items and so forth.). The Marketing endeavors incorporate Omni-Channel advertising. Because of being category expert, organization experiences less difficulties from Industry rivals. Its initiative idea from Mahesh Bhupathi (Investor) to separate sports365 from huge wedge.

PART- B

1. INTRODUCTION

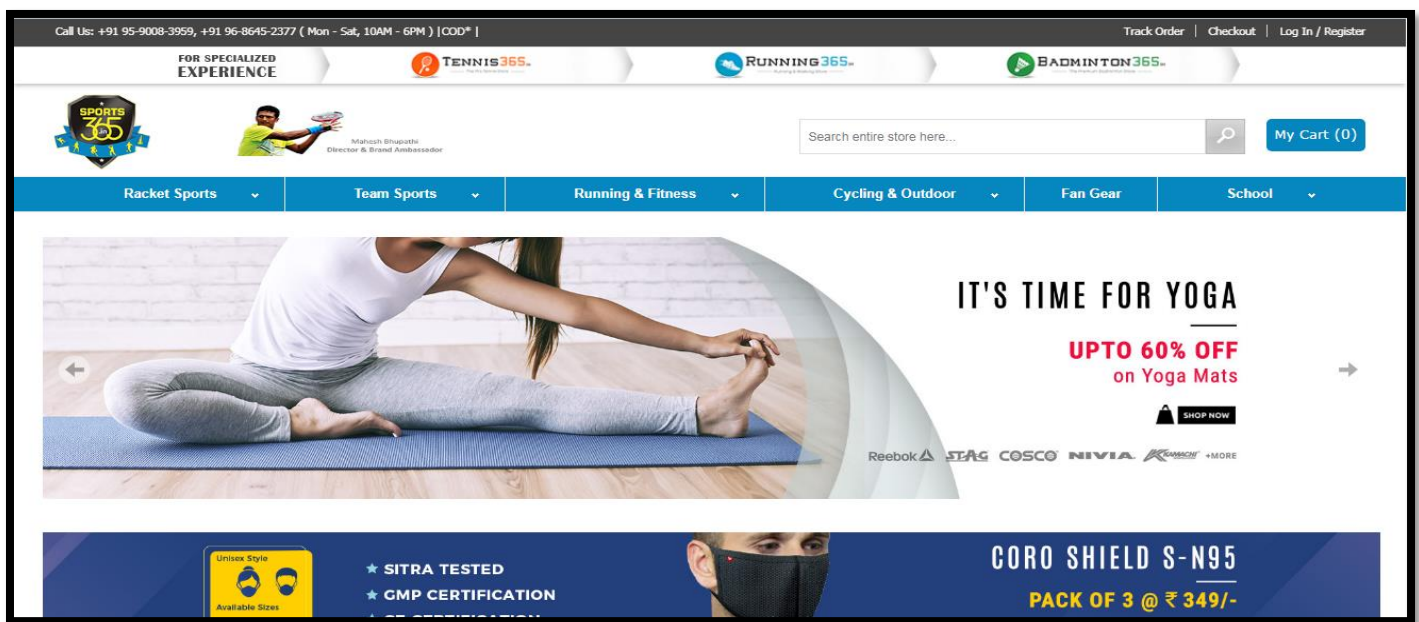
Context of the Organization:

Nirma University School of Management's two-month summer internship program is an integral part of the two-year MBA program. SIP enhances our resume by providing us with a lot of knowledge in the business field. Thanks to our internship on campus, I had the opportunity to work with SPORTS365 (one of the earliest sports and fitness companies in India). Company in which I am doing my internship is Sports365, a venture from Sports Industry. It was established on 2012, and is headquartered in Bangalore, Karnataka. It is 9 years older company.

In this report, I am a management trainee in Business Development & Sales profile. The marketing team of Sports365 gives equal importance to digital and physical marketing. Company always maintain track of potential customers to ensure that it can properly advertise their services and make people feel that they are indeed important to the organization.

Like any other company, the Sports365 marketing team is mainly responsible for promoting the services provided, increasing the visibility of its potential customers, and most importantly, making a positive brand image Organization in the minds of people. The factor that distinguishes the marketing teams of different organizations is their activities to enable people to use their products or services.

I am responsible for helping the company develop a new portal called Schools365. The company is committed to introducing E-Commerce for school-related products (such as uniforms, school bags, toys and school supplies). They have 150 to 200 schools tie ups offering sports product and the company now hopes to provide new product categories for these schools. Therefore, my job is to analyze this new product category and its growth potential and help the company successfully launch it.



2. METHODOLOGY

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

- Proper research is very important for the market mapping process, especially when companies try to enter new market segments. Schools as customers are not new to the company, but school supplies as products are new to them. The main research areas during my internship are:
 1. The impact of Covid-19 on school goods and retail
 2. Opportunities in the school supplies market
 3. Competitors and e-commerce that sell school-related products
 4. The key success factors and key risk areas of Sports365
 5. Understand the feasibility factors for the company to enter this market segment
- **Data collection scheme:** collect secondary data through market surveys on Bharat-Mart, Schoolkart, Amazon, Flipkart and other websites. In terms of product categories, then a series of brands are listed, including local products and existing products, and there may be potential customers from Schools365.
- Other data sources include reports and manuals, This data is used to generate supplier leads and formulate strategies.

B. Maintenance of Diary (given below is list of issues that I have keep tracked of)

- **Company-Indoor photo**
- For companies, the current arduous task is to fight for competition and obtain funds. The game has affected his income. As an apprentice, I can say that it is difficult for the company to generate good numbers in the form of sales. The battle with Covid-19 is more intense. During the freeze period, your logistics and operations are affected. Your 365 school plan for this year may be delayed.
- The positive thing is that every employee works hard. All team members are involved in decision- making. In every case, they try their best to ensure the success of the company.

- Employee satisfaction-

I mainly interact with the marketing team members. I know that it is not easy to engage in on-site sales. In addition to powerful skills such as communication and understanding of the product, patience, active thinking and motivation are also required. We often have to deal with customers. Sometimes it also causes disappointment. But all team members work hard for the company because they are happy. The roles and responsibilities assigned to everyone are unique and worth developing. A healthy working environment is the result of employee satisfaction. I hope I have the opportunity to work on-site with them.

- Effectiveness of employee incentive tools-

The company believes in teamwork, but it motivates individuals rather than teams based on motivation. They celebrate success together. Whenever the trainee or sales representative successfully changed the leadership position, the entire team would congratulate him. The senior director praised the intern, which was very grateful. For me, the interesting technique is that the tutor or guide never provided a solution to our problem. We want to take the lead in working in our own way. Therefore, their internal strategy is to evaluate students.

- Work culture-

The unique product of this company is his team. All people from different sports, such as cricket, basketball, football, etc. The company is supported by Mr. Yuvraj Singh. This corporate movement mentality shapes the organization's culture. During the meeting, we talked about sports. This created a positive and friendly atmosphere for the company. Everyone tries to connect their games on the playground with playing games in the workplace. Attitude, dexterity, perfection, teamwork and discipline and other sports spirits have shaped the company's work culture. Management believes: "The overall operation of the team determines their success. They may have the largest group of individual stars in the world, but if they are not together, the club is not worth a penny." "This leads to tolerance based on positive energy Team culture of sex, collaboration and support.

- Company opportunities-

- **Enter a new location-**

The company only has links to schools in Bangalore and Hyderabad. With the huge potential of this market segment, the company must cover more cities. You can use the USP single window solution for all sports and school equipment.

In 2017, online stationery sales in Tier 1 cities such as Delhi, Chennai, Bangalore and Mumbai were approximately 45% market share. As the consumer base of e-commerce continues to grow, it is expected that Tier 2 cities in India will witness the fastest

- **Online learning opportunities-**

It can be said that this epidemic has seen a huge increase in the electronic tilt space. Providing electronic tilt solutions can help companies increase and increase brand awareness. Whether it is a school textbook or a necessary school textbook, all educational needs should be met through a platform. This prevents parents from wasting time and energy, and greatly reduces the workload.

- **Recommendations and distribution of sports equipment-**

We know that when the gym is closed to prevent the spread of the virus, the demand for home fitness equipment is increasing. Therefore, this is a good opportunity for the company to provide machines for high schools. The shift to home gyms has led to an increase in demand and sales of offline and online fitness equipment by 300% to 400%. The demand for dumbbells, glow sticks, plates, treadmills and basic fitness equipment is so great that it is difficult to meet the requirements. These commercial spaces are competitive with the participation of local participants, but companies can develop various marketing strategies, product innovations, and establish partnerships with multiple companies to expand the product portfolio.

- Challenges for future games-

- **Accept local participants as an e-commerce platform-**

The ultimate customers of Schools365 are not students, but their parents. Traditionally, parents avoid buying products online. The Indian market faces huge competition from unorganized local companies that basically provide their customers with cheap and low-quality products. Common e-commerce portals do not focus on children's education.

✓ **Suggestion-**

The one-hour demand is to meet these challenges through a single, efficient platform that integrates everything to make learning and development services and information affordable and accessible.

- **Competition from e-commerce giants such as Amazon and Schoolkart-**

Indian shopkeepers are conscious, but willing to spend more with reliable products. However, consumers' purchases of school-related products are cruel treatment of different types of products or the correct use of products available on the market. Therefore, it is necessary to provide high-quality and different types of products. Amazon is not yet known for e-commerce for school supplies. Schools365 may dominate this room.

Schoolcart is famous for school supplies, ranging from books, lunch boxes, mineral water to uniforms. But after research, I may have some customers who are not satisfied with the school products and delivery system. The score is low and the score is poor. Therefore, School 365 can seize this opportunity to deliver the best quality products on time.

✓ **Suggestion-**

The company should establish a high-quality network of excellent dealers and distributors to provide high-quality products. The main players providing high-quality fixed products are Luxor, Office Link, Odyssey, etc.

- **Moderately priced products and price fluctuations**

In this industry, school supplies are cheap and advertising costs are very low. It is difficult to attract customers to purchase specific products. Local participants sell products at reasonable prices without proper billing, and School 365 must accept proper billing and taxes, which creates a large gap between prices in the two regions.

✓ **Suggestion-**

Schools365 needs to formulate pricing strategy and margin. Advertising is important to compete with local actors and build brand awareness. Therefore, she cannot avoid marketing and advertising just to increase profits.

✓ **Discussible Vs Non-discussible Issues -**

- Potential high growth potential
- Price difference
- Internal conflict
- Financial issues

✓ **Early warning signal-**

- Awareness declines, brand awareness
- 65 Bad reviews on the Sports 365 portal
- Low social attendance in social networks
- Mobilize employees to reconcile work and personal life

- General Objective

Look for opportunities to create and retain sales partners and analyze sustainable development strategies.

- Specific Objectives:

- Conduct a complete market research in India to assess the market potential of the school supplies category.
- Create a database pipeline for vendor integration.
- Check the efficiency of trading partners in efficiency transactions.
- Student research also includes competition analysis for Schools365
- How to comment on key success factors and key risk areas?
- Formulate marketing strategies of the same category, identify and recommend opportunities undertaken by the company.

- Market mapping process-




This process involves analysis of industry and demand drivers. After research, I can say that the industry is dominated by local suppliers and works in unorganized departments. Lack of modern production facilities, the company's organizational nature and marginal requirements and other factors have hindered the company's entry into this industry.

- Demand drivers include:
- Modern education
- Infrastructure Education Infrastructure Development
- Appeal to increase government incentives through educational institutions
- Increase disposable income
- Products require higher levels of individual school products

The conclusion that can be drawn is that companies should understand "consumers have a wide range of trademarks/brands, national/international, etc." The school wants to ensure Sports365 success.

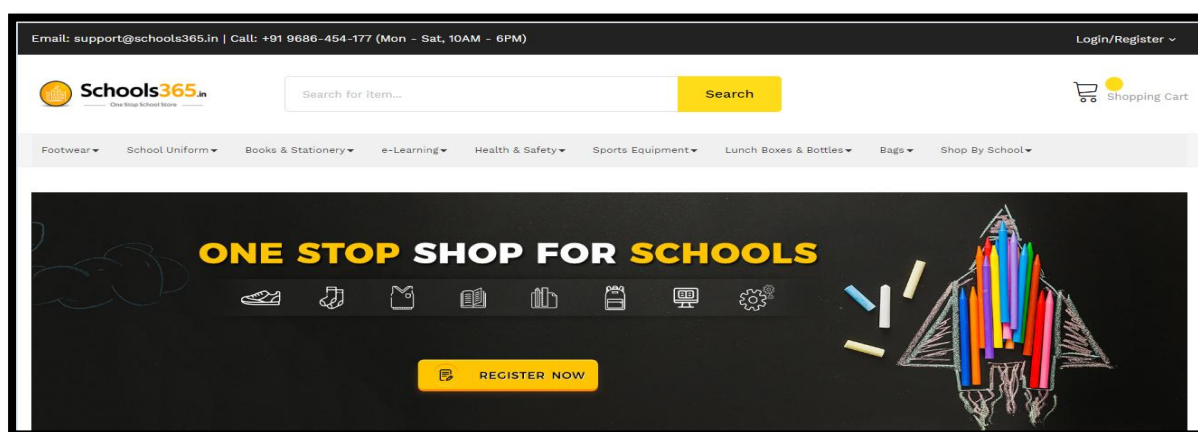
Key indicators-

- Ordinary housing plans to spend 56% of their budget on in-store shopping for school-related products, and spend 29% of their spending on online purchases, while the remaining 15% is for indefinite buyers.
- Price, product and practicality are the main characteristics that determine the decision of school supplies.
- Price is the most important consideration for buyers, followed by product and convenience. Therefore, when formulating pricing strategies, companies should consider that products must be affordable to gain a good market share. Prices include competitive prices, price adjustments, and sales and discounts. Products include brand, product quality. The facility includes free shipping on one platform.

	 Price	 Product	 Convenience
Expectations of Individual Shoppers	Low prices, more deals and coupons	Wide variety of products	Easy payment modes and delivery options
Expectations of Schools	Cheap products & off brands	Provide as per specific shopping list given by school	Keep items available in-stocks in summer for schools.

As schools and individual shoppers are the customers for Schools365

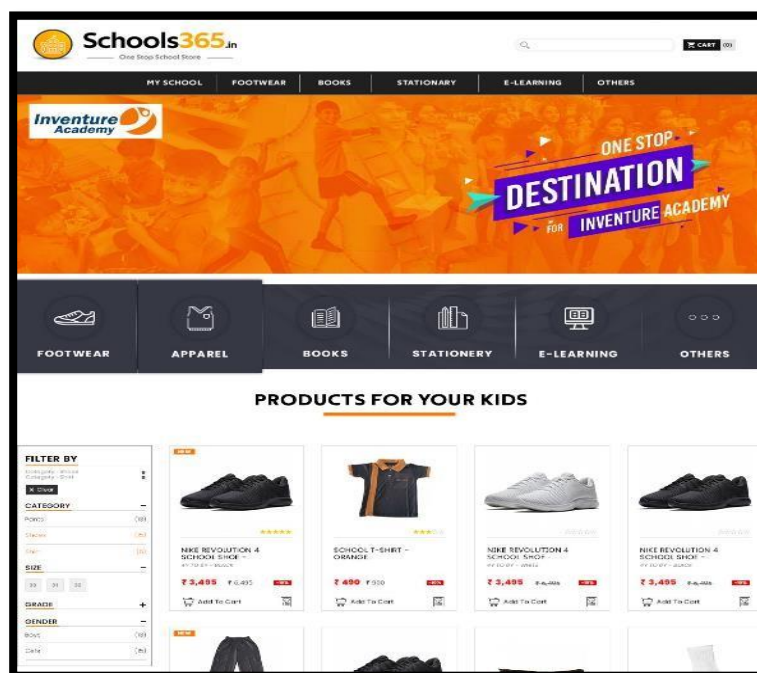
- Peak period for shopping of school supplies is June-August. Shoppers generally start shopping approximately 4-6 weeks before school starts



- To classify the products-

- In the second week, our task is to check various e-commerce sites and find ways in which companies should evaluate their products on e-commerce sites. Therefore, according to the product to be developed, we are divided into multiple teams. The product range includes -K-12 books, K-12 stationery, school bags, school uniforms, school shoes, online learning. I treat bags as a product category. I have dealt extensively with various products from Amazon and Flipkart. This process is also called product classification. I did a website analysis to understand how to implement product classification.
- Annotation classifications must be valid, which is useful to customers and can lead to conversions. I studied a category tree that followed a clear hierarchy and changed from regular to specific.
- The product classification contains 3 elements: 1. category and subcategory 2. attribute 3. value.
- The correct number of correct categories/subcategories can cause certain keywords to rank high on the site.
- I categorize them by commodity, job, theme, school bag, brand, and price.

This weekend, as a team, we discovered different ways to divide products into specific product categories. We have prepared a report and submitted recommendations to the company



- Channel sharing process

- A database has been created which contains detailed information of manufacturers in the specified category.
- Like this database, it is created using auxiliary data on websites such as JustDial and Indiamart.com. In addition, I have collected data from websites such as Schoolcart and Amazon, which includes information about suppliers and manufacturers and listed products. This helps us find many manufacturers who already know this process very well.
- Before contacting these suppliers and manufacturers, had developed an awareness plan, which described the method I used when interviewing suppliers and manufacturers. Addressed areas such as communication plans, information provided, information to be collected and customer relationships.
- If you create a regular pipeline of supplier and manufacturer databases, these manufacturers will be called at the first level. In these calls, I collected relevant information about his company, such as manufacturing scale, inventory, product range, price, etc. It also collects information about how its company was affected by the epidemic and what measures are being taken to respond to them. Understand the current market situation and find a solution.
- Then make a second-level call to select the manufacturer who wants to be our distributor and can meet the company's requirements. In these phones, manufacturers are provided with all the detailed information about online integration. They have different options and are explained based on the support provided by the company throughout the process. In the presence of me, my mentor conducts business details and high-level dialogue.
- Then, assign me a sales partner, I must establish a good relationship with the customer on behalf of the company. If you have any questions about delivery, catalog, packaging, website, etc., the customer should get support. Some of these customers have no online processing experience, and it is our responsibility to support them in this process.

- I encountered some problems related to language. Thanks to the trust between us, the Gujarat manufacturer has given me a good answer. Suppliers believe in listening to startups and understanding our experience. I have responded well to subway transactions in Bangalore, Hyderabad, Delhi and Mumbai. The purpose of appealing to other secondary cities is difficult to understand.
- Each category package that I submit to the company's database contains more than 250 items. Some of them tried to keep their product catalog in School 365, but the process is currently delayed due to an epidemic. As the situation improves and the company works in the office, my mentor will re-engage these partners

	S365 - Lite (Online Ordering Only)	S365 - Business (Online Selling & Order Fulfilment)	S365 - Pro (End to End Online Selling)
Dedicated Page for School Product Listing Customer Support Service Business Dashboard			
Shipping to Customers - Order processing - Packaging Material - Delivery to Customer			
Warehousing - Inventory storage & insurance - Packaging			

Sales and Go-to-Market Strategies –

- We all know Amazon, Flipkart. Whenever we want to shop online, we simply log in to an Amazon account and make a purchase. However, not everyone knows that your e-commerce is dedicated to sports products. Therefore, it is very important for the company to increase brand awareness. The company will have to study keyword search engine optimization strategies, social media marketing and email marketing. The company rarely appears on social networks such as Instagram and Facebook. I recommended some strategies in the recommendations section at the end of the report
- After researching and understanding the supply of school products, I can say that these products are cheap, easy to buy, easy to use, very customized and manufactured by millions of customers. Therefore, since the cost of change is very low, the company must strengthen the marketing of such products.
- Should establish relationships with logistics partners to deliver products such as Blue Cart, Delhi and SPOTON. API integration and automated order processing and delivery, reliable services (effective tracking and coverage within India) and other strategies have helped increase sales.
- Integration with India's largest payment gateway, such as online banking, UPI, debit/credit card, cash on delivery, transfer, etc.
- Content marketing and natural traffic can produce cheaper brands. Content marketing includes company websites, videos and many blogs. Content can be advertised on Instagram and Facebook pages. Publishing stories and recommendations can increase brand awareness. For natural traffic, we need to know that customers are looking for and are ideal for SEO optimization. There are various SEO tools, such as Google Trend, MOZ, Scheme.com, etc. This method is competitive and requires effort to stay ahead.
- Parents are influencing factors and decision makers in the decision to purchase school-related products. It is important to understand what factors influence your decision. After research, I mentioned three factors in the first part of the report.
- School School 365's business model is a self-service model (if you try to find an end customer for an e-commerce website). For these business models, companies need marketing teams rather than salespeople to attract traffic and convert to our website.

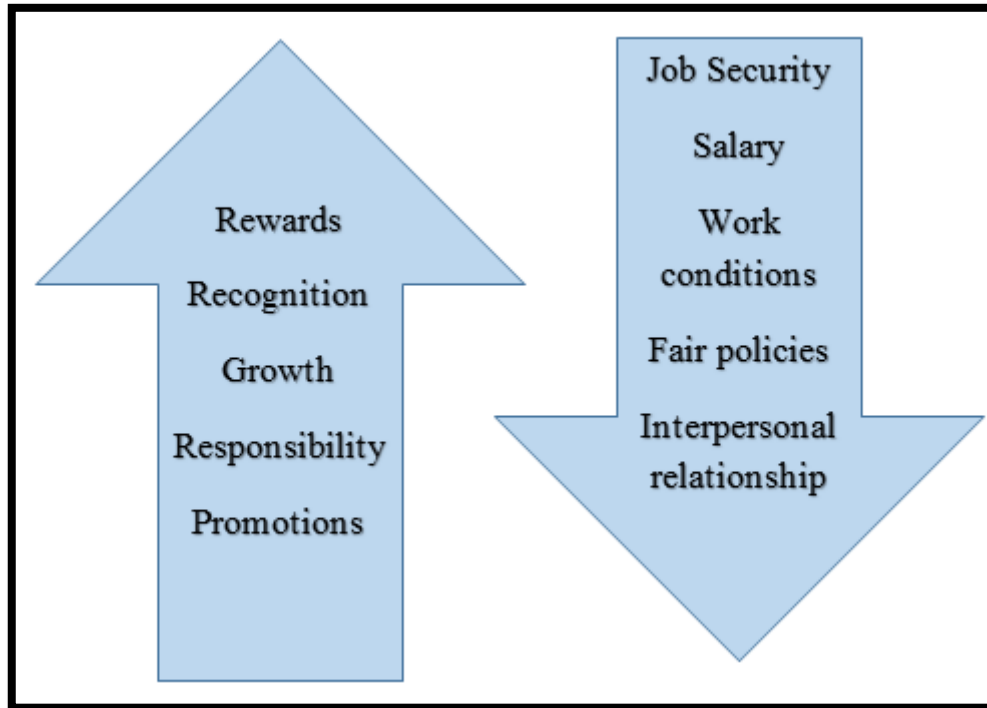
3. OBSERVATIONS

- Classifications of Observations

About organization training-

- The company believes that sports/fitness is not only a passion, but also a part of life. When employees treat customers, they are reflected. For example, a salesman who went to school to sell hit the badminton court/TT table and provided advice to the children. The chief operating officer said that the stars will form such a team. It is possible to copy USP products/services, but it is difficult to rely on the DNA and culture of the team.
- Vision-Passionate about sports, the company's vision is to become the "first contact point to meet the needs of sports and fitness" for individuals and institutions. Everyone related to the organization believes in the above statement and works accordingly. They share value and make work easier. Employees, employees, managers and trainees appreciate teamwork and trust each other. The company has a democratic management style and regards sports as a culture.
- In my opinion, the company's working environment is positive and inspiring. Working for the company is brand new and can cooperate with us. But within a week, they began to deliver work and SOP, we must follow these steps. Virtual integration is interesting and provides us with all the resources needed to complete the work.
- I never felt like an intern, but I was treated as a full-time employee. My guide and mentor shared their positive and negative business experience.
- The principal shared stories and knowledge about the scholars and their work experience. He is a transformative leader, inspiring the team and taking it to new heights. Delivery to the company instilled a sense of trust and loyalty. He always said: "No matter what job you do, whatever you do, you should learn for you." When I work, it always gives me the power to focus on developing new skills.

In my opinion, one of his later motivational theories was Frederick Herzberg's "Two Motivation Factors" or "Hertzberg Motivation Hygiene Theory".



Senior management focuses on internal and external motivation. Motivation leads to external motivation, and health factors lead to internal motivation.

Regular phone or video calls, goal setting and appropriate advice can help me successfully complete this internship

About Self-Learning –

○ Teamwork –

Through an internship at Sprots365, I realized the importance of teamwork. In universities, it is easy to communicate with each other to carry out projects and tasks. But this actually becomes difficult. We are a team of 5 people (2 of them are from SIBM, Bangalore, 1-XIME, 2-IMNU). With unique personal skills and strengths, we can effectively bundle ideas to develop better solutions to various problems. Since most tasks are interdependent, we need to work together to create separate reports at the same time before proceeding to the next task. Divide the work according to our strengths so that we can use our skills. I learned that the sum of all parts is actually larger than the whole, and it is important to be an effective team player and perform well in all aspects of life.

○ Communication-

I don't think we can learn sales or marketing at home. Our internship is ideal for sales staff. At first, it was difficult to organize an online meeting. Even the company tried to create a suitable system to organize meetings and online calls. Our work was over for a long time, and we relaxed. We lost interest. But we gradually and slowly began to adapt to the new standard. I have understood the importance of effective communication in a virtual environment. I know that communication is the foundation of every organization, regardless of size. Therefore, I always have to go one step further to ensure effective communication of management of work management.

My guide often emphasizes the importance of paying attention to details and explains the consequences of neglect. The guide always emphasizes the importance of providing manufacturers and distributors with accurate information about the company. Therefore, I understand that it is important to meet various challenges or cut back on projects to achieve high-quality results. Some of the skills I have learned are managing partnerships, research, and strategies, including sales and marketing strategies.

○ **Partner relationship management-**

For us, our partners are manufacturers and retailers seeking e-commerce support for school-related products. Due to the existence of virtual internships, we must communicate with these partners as needed. It is very important for me to understand their problems and recommend our services. Many manufacturers have shortened the phone to consider this particular sales call, but I focused on their understanding of the industry. After a few days of talking, I found my communication improved. I was able to share all the details effectively, and the partners expressed interest in it. I also shared how School 365 will help market their products. The PRM elements I learned: 1) Partner marketing support 2) Support integration 3) Sales productivity tools. As part of the support, School 365 will have a dedicated account manager consisting of technical coordinator, operations coordinator, customer service coordinator and financial coordinator. Although e-mail is an easy way to get information, I called and explained all the details that helped build the relationship.

○ **Research-**

The first and most important part of the research process is the company's attempt to enter a new field. Understanding the school supplies industry is very important for Sports 365. I studied 1) market/industry valuation 2) major competitors 3) products and services. This second study was conducted using public, commercial and internal resources. As part of competitor analysis, I checked the design of their e-commerce website and user interface, their presence in social networks, their ratings/comments, products/quotes, marketing strategies, channel positioning and sales. The survey made me understand that the market is still unsaturated and controlled by local retailers. This is a good opportunity for the company to enter this conference room.

○ **Strategic development-**

I was curious about the business and its development, and explored other aspects of marketing, which is not the goal of our internship. I learned about digital marketing strategies, Sales strategies that boost E-commerce business. I have used Leslie's compass - Framework for Go-to-Market strategy. We as team used to discuss these strategies while having virtual meetings

TRENDS/PATTERNS

- There is no official definition of the game. It can be a sport, physical activity or an organized competitive sport. Competitive sports are subject to many rules often formulated by national or international sports organizations. Sports can also be a pastime. The same sport can be practiced as a competitive sport or physical activity (such as swimming or cycling). Different people have different views on the game. For some people, this is a job, and for most people, it is just a way to kill time and stay in shape. Sports can be indoor activities or outdoor activities. It can be a team activity (such as cricket and hockey) or a solo activity (such as squash).
- Most sports involve one or more forms of physical exercise. Some games like chess do not require strict physical activity. There are many sports in the world that can be performed in various formats. For example, you can play volleyball on the field, grass or beach. Cricket can also be played during the day. And without equipment sports cannot be played. Our industry works for the same.
- Sports retail is a retail market segment. It usually refers to the retail of sporting goods/equipment, clothing, shoes and accessories (such as sunglasses, watches, headbands, etc.). Some of the product selling is limited to certain games. E.g., Reebok sells various sports products, including football, rugby and tennis, while Nordica (Italy) specializes in sports, skiing, shoes, equipment and accessories (jackets, gloves, etc.). They can meet the needs of niche consumers (e.g. racing of cars) or a large number of consumers (e.g. tennis rackets).
- Consumers of sports products can be large consumers such as governments, labor unions, schools and colleges, or individual consumers. Sports products can also be used as casual clothing or daily necessities (such as Reebok T-shirts). Sports retailers usually decide how to keep their products. For example, Rudolf Dussler Sport (Puma) of Puma AG has positioned itself as a sports and lifestyle company, specializing in the production of sports shoes, football and other sports shoes, apparel and equipment, golf, Sailing and mechanical sports.

- Government policies, associations, purchases of large buyers such as clubs and colleges, and individual consumers determine the retail sports market in all countries. The retail market is also influenced by sports participation, enthusiasm for specific sports, and availability of infrastructure, national terrain and climate.
- In recent years, India's domestic sports equipment market has grown, with consumers' trend towards a healthy lifestyle and stimulating sports participation rates increasing. In India, compared with other industrialized countries (such as the United States and Italy), the production cost of sports goods is lower, which makes the production of sports goods cheaper, cheaper skilled workers of international standard sports goods, and the cost is low.
- It is predicted that leisure consumption in India including sports expenditure, this ratio will increase from 1.4% per year in 2005 to US\$6 billion in 2025 (Mukherjee, A. et al., 2010). The following Table and related charts clearly show the annual expenditure of leisure products and services. Data show that by 2015, India's spending will suddenly increase. This reflects the fact that sports fever is rising in India.

Annual spending on recreational products and services		
(Including expenditure on sport)		
Years	Urban (value RS. Billion)	Rural (value RS. Billion)
1985	25	29
1995	35	21
2005 (E)	32	18
2015(P)	88	31

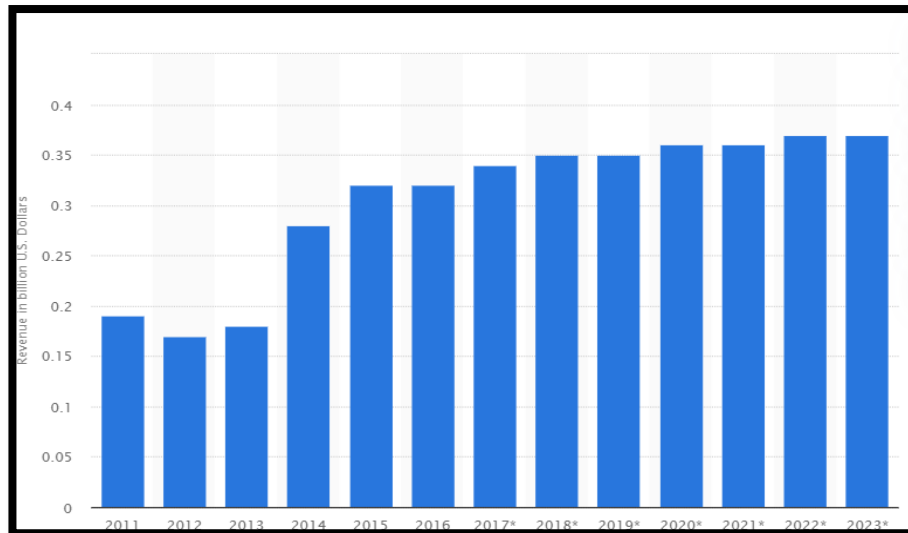
Source: Mukherjee, A. and et al. (2010)⁶

Note: E: Estimated; P: Projected

The trend clearly state the annual spending on recreational products is increasing therefore the scope of improvement and increase in market share is also increasing with it.

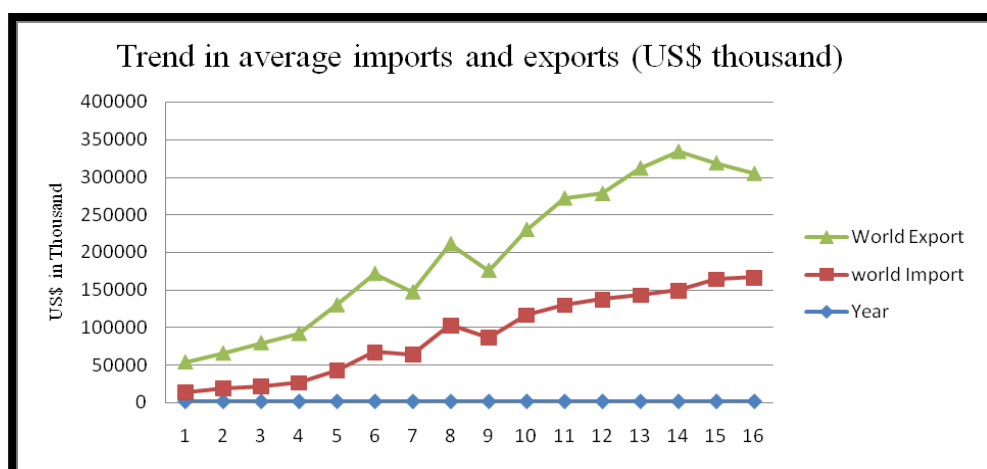
- In 2018, the Indian sports industry market size exceeded 77 billion Indian rupees. Most media consumption in the sports industry is driven by the Indian Premier League. However, other national leagues (such as Pro Kabaddi and Indian Super League) have also become increasingly popular recently.

- The chart below shows the revenue of India's "sports goods manufacturing" from 2011 to 2017, with a forecast of 2023. By 2023, revenue from the Indian sporting goods manufacturing industry is expected to increase by approximately US\$400 million.



Source: Statista

- If we talk about the trend of sporting goods industry for import and export of sports equipment and material. If we see the trend then clearly the import is increasing at a high pace in comparison with the export amount and level.
- Given below the figure shows the ten years average exports and imports in thousands of US dollars at market prices.



Source: Trend in average imports and exports (US \$ thousand)

In the given table it shows the trend of India's export& import trade in terms of growth.

Year	Import (US Dollar thousand)	Export (US Dollar thousand)
2001	11927	39956
2002	17348	46396
2003	19823	57653
2004	24932	64850
2005	41356	86539
2006	65537	104039
2007	62237	82897
2008	100910	108083
2009	84879	88915
2010	114614	113545
2011	128090	141672
2012	135381	140451
2013	141622	168080
2014	147461	184366
2015	162671	153777
2016	164826	137712
2017	185837	180011
2018	197233	188549
2019	209804	196839

Sources: ITC calculations based on UN COMTRADE statistics

The company sports 365 go with the trend and manufacture sports equipment according to the need of market. The first professionally managed company in India that specializes in sports and fitness. Through its multi-channel approach, Sports365 provides sports and fitness solutions to consumers and institutions.

4. IDENTIFICATION OF CRITICAL ISSUES OR PROBLEM AREAS

- Biggest problem in Sports retails Industry is Lack of Digitalization

According to a survey, 63% of all SMEs have not yet developed a customized digital strategy. The right answer to the fast-growing shopping world. In this world, you must also compete with online giants such as Amazon, which is critical to the survival of sportswear retailers.

For small and medium-sized enterprises, the required personnel and budget are undoubtedly obstacles to digital transformation. Today, the strong growth of our "digital services" has created the necessary conditions for achieving high implementation speed, which is essential for survival.

- **Digitalization: must change corporate culture:**

Digitalization affects the entire company, regardless of its structure and department. The result is a large number of projects and changes that require new work and ways of thinking. On the one hand, we face challenges in implementing resources, on the other hand, we also face challenges in terms of changes related to corporate culture. Therefore, employees must be involved, otherwise digitalization is impossible.

- **Outdated cargo management systems, such as "surge brakes":**

Good change management is very important because the digital process only works when you drive employees (or almost all employees) out. Aging is the biggest obstacle to the development of raw material management systems. Considering retailers, the sports industry needs to be revitalized to be able to respond to the ever-changing trends and more flexible customer requirements.

- **Sports retailers lack standardized interfaces:**

The lack of standardized interfaces and the collection of information required for this purpose requires a lot of effort. The necessary changes in the new digital era are the time and energy costs of individual retailers. Today, it is almost impossible to run a stable retail company, while also working on scanning.

- **Digital investment is worth it:**

The company's investment in digitalization should be a must for every retailer. However, if you bring your employees, then time and money will be fully invested: The money provided is very valuable, because everyone believes and supports the project. Everything is not so expensive. However, It is difficult to distinguish between the content required for scanning and unnecessary content.

- Barriers and Critical Issues of Sports Industry in India

- **Niche segment of retailing:**

- Low level of sports participation
- Lack of sports culture – focus on education
- Sports is not a serious career option
- Developing countries, low PPP, affordability
- Shortage of infrastructure
- Limited government investment: budget outlay for sports is less than 1 per cent of the total national budget compared to about 13 per cent for a small country like Cuba
- Lack of scientific training facilities
- Government procurement policy
 - Price the key factor
 - Transparency
- Lack of Inter-ministerial coordination and coordination between government and federation, centre and state
- Security
- State subject – left to the state government to promote

- **Federations**

- Unprofessional, mostly registered societies, political connections, limited control over players

- **Federations about retailers:**

- Sports retailers too much focus on talent endorsement, not team or event
- Willing to sponsor only famous sports

- Major issues of Sports Retail Industry in India

- Key problems of corporate and traditional retailers are same, impact may be different
 - Infrastructure – parking, electricity, warehousing
 - High real estate costs
 - Regulations – Shop and Establishment Act
 - Corporate stringent labour laws; traditional: stringent shop opening timings
- Small consumer base, low brand loyalty, limited knowledge about use and technology
- Corporate Retailers /brands: Brand positioning
- Lifestyle/casual wear versus sports, luxury versus sports
- Counterfeit product
- Limited brand availability – lack of strong India brand
- Lack of integration among export promotion councils, manufacturing sector
- Contract manufacturing – may lose control of production
- Technology intensive product have to be imported, high duties
- Fragmented supply chain – high logistic costs
- Fragmented manufacturing –role of export councils
- Sporadic shortage of raw materials

- Most global retailers are multi-brand
- Single brand – sleeping partner and profit sharing
- Even if FDI in single brand is raised to 100 % it will not help
- Back door entry routes

- Problems and their Relevant Solutions

Three specific problem areas that company might have to deal with and possible approach to tackle them:

○ 360 degree inclusion of the clients is as yet a test

The fundamental future issue separated from absolute transformation of existing just as potential clients is that the organization is an omni channel based organization. It has presence online just as offline and it was set up similarly as to tap all the potential client types and convert them. Because of existing contenders and competition, the organization despite everything battles to cover all the clients. It effectively covers the schools with which the organization is under agreements with. In any case, not simply schools, the organization needs to cover all the people slanted towards sports and frill in order to improve their connection of the schools and speak to themselves as a brand that serves all.

○ Client conversion just in a solitary domain or the predefined contract :

There has been a predictable issue in the client transformation area. The organization works with a few schools of southern piece of the country on contract premise and furthermore with the brands. For example the organization is an official accomplice of Nike shoes and furthermore it is capable to give Nike shoes to all the schools with which it has banded together with. In any case, the principle challenger here is, the understudy's folks who are the real objective crowd, they realize that the organization just arrangements with Nike shoes as it is the one liable to give it to the school understudies. While the organization really has sports shirts, supplies, different other brands extras. Thus it's a test territory where the organization needs to change over the previously existing just as potential clients to their complete item area and not simply till the predefined contract ones.

- **COVID-19 Impact**

One of the most significant issues overall just as the future concern is reaction towards COVID-19. This is on the grounds that the dominant part i.e the most elevated lump of the customer base is schools and because of this pandemic and winning conditions, state and focal governments both are slanted towards the opening of the schools in the August- September time of the year. The significant customer being schools by and large restore their request as the new meeting starts, with the deferral in the opening of the new meeting just as ruling preventive estimates, for example, social removing sports and such exercises have been pushed in any event inclinations for the present. Consequently, it is one of the significant hits for the organization and appears to be a future test in light of the current pandemic conditions. Their stock holding costs just as obtaining costs are legitimately being influenced on account of this which is significantly influencing the organization's turnover.

5. CONCLUSION

-Summary of feedback given to organization –

- Sports365 is the first professionally managed sports and fitness company in India, with huge business potential. The special e-commerce website supported by Yuraj Singh, diversified products, business in major cities and a dedicated team are some of the company's unique features. What I like most about this company is its team and enthusiasm for the game, which ultimately contributed to the company's development.
- The company the company wants to cover is still not organized. We have no platform for sports and school products. This shows that the company is trying a new attempt at its business strategy. The company has a good network of leading companies and athletes that can help build brand awareness and funding.
- Online status companies have almost no online status. I found that the company was not actively involved in social media marketing and digital marketing. The company tried to solve the problem of the millennials who made the most calls. Therefore, online presence is very important.
- Sports365, the company can create sports-related content for social media marketing. You can download customer stories and recommendations. Various tests and sports have increased public participation. You can tag some games that help promote content.
- For School 365, you may download content that may keep your kids busy. Online educational videos have attracted parents' attention to our business. Not even Shulakart has many online businesses. Therefore, this is a good time for the company.
- If possible, the company can organize the contact information of parents, such as e-mail and contact phone. This data will be useful in various activities. When the company tries to obtain these details, external marketing is effective. Companies can initiate referral programs. Referral programs can reduce customer acquisition costs. In the future, they will have to continue to promote the plan. This can be achieved by sending push notifications to existing users, promoting the recommendation plan on the homepage, and sharing detailed information on social media.

- The placement company can place banners and advertisements in schools in various activities and competitions. This can also be done in large enterprise competitions.
- Before making a decision or buying something, research is currently the most important resource. Therefore, the website is indeed the company's assets. The website should be mobile friendly. The website should contain all the detailed information that customers can discover in their state of consciousness.

- Comments on Marketing Analytics-

There are many bad reviews on 65 Sports 365 e-commerce site. This needs to be resolved. Rating uses data that can be used as a market analysis process. These probes can be programmed in R-Studio (R programming) and then used in regression analysis. The results show the factors that caused customer dissatisfaction. The company should work to resolve these issues so as not to copy them to School 365. Overall, when I talked about the internship training provided to us, it was a wonderful experience of hard work, and we were entrusted to guide each instructor during the internship.

PART- C

LEARNINGS:

- During my internship, I learned many hard and soft skills, usually grown up. When we talk about soft skills, some of the skills I want to do are:


- **Team Work-** We have assigned different tasks in the team, among which we have to manage and complete the tasks together, such. Email tagging, development strategy demonstration, and make sure everyone is responsible. Management coordination is completed on time. I learned to respect my colleagues' decisions and cooperate with each other.
- **Work Ethics-** This is my first time working with an organization. Therefore, I learned to work in a real work environment, in which we must submit a report in time and cooperate professionally with the following employees and jobs and how to adapt to the organizational culture. Active society.
- **Adaptability-** I have learned to adapt to different environments because I have given me new tasks that I have never learned and done, for example: making outgoing marks. Later, this was a new experience for me. I first learned these skills and then completed them completely.
- **Communication skills-** this is one of the skills that I have greatly improved. We must carry out outbound labeling, part of which is labeling. We must talk about our prospects and guarantee them by selling our school products through our digital platform. Finally, my communication and skills are convincing & polishing.
- **Responsibility-** I learned to be responsible for my work. We are fully responsible, because we assigned tasks at the earliest possible timetable. We also need to manage the company's official account, so we should be responsible for it, and every decision I make will affect the company's image.

- **Time management**-One of the key abilities that should be available in every situation. I learned the importance and benefits of completing work on time. When it comes to managing different suppliers and regularly updating their comments in a database where everyone needs the same attention, managing all suppliers and respecting data are important skills.

- Some of Hard Skills I learnt-

- **Outgoing Marketing** -In this case, we need to contact the audience and start a conversation with them without prior notice. The only mark is part of it. I learned to explain and be excited to the target group.
- **Email Marketing** -How to keep in touch with the target group and keep it up-to-date with the latest events and charts. We used email tags. I learned how to keep them innovative and interactive with other companies.
- **Market Research** -In the competition analysis, I researched my closest competitors (such as B. Which types of suppliers are on their customer list, their uniqueness and how to attract other B2B quotations. Therefore, I learned to analyze Market and understand the universality of viewing syllabus and their experience

Experience



TCIS THE CAMBRIDGE
INTERNATIONAL
SCHOOL

NIKE REVOLUTION 4
SHOES

TCIS SOCKS

TCIS SPORTS UNIFORM

TCIS FORMAL UNIFORM

WHAT TO BUY?

TCIS NIKE REVOLUTION- 4 SCHOOL SHOES

PRODUCTS	GENDER	RECOMMENDED QTY	NURSERY - UKG	CLASS 1 - V	CLASS VI - X
Black Shoes	Unisex	1	✓	✓	✓
White Shoes	Unisex	1	✓	✓	✓

TCIS SOCKS

PRODUCTS	GENDER	RECOMMENDED QTY	NURSERY - UKG	CLASS 1 - V	CLASS VI - X
White socks with 2 black rings	Unisex	1 Packet	✓	✓	✓
Black socks with 2 white rings	Unisex	1 Packet	✓	✓	✓

TCIS SPORTS UNIFORM

PRODUCTS	GENDER	RECOMMENDED QTY	NURSERY - UKG	CLASS 1 - V	CLASS VI - X
TCIS House Color T- shirt -Red	Unisex	1	✓	✗	✗

TCIS FORMAL UNIFORM

PRODUCTS	GENDER	RECOMMENDED QTY	NURSERY - UKG	CLASS 1 - V	CLASS VI - X
TCIS Formal T- Shirt - Navy Blue	Unisex	2	✓	✓	✓

- **Strategy development**-Marking strategies based on the key skills acquired during learning, I must score here and suggest improvements to our business strategy. Marking strategy is basically the company's game plan for potential customers, and make them reactivate customers of the organization.

-Summary of Self Learning –

- This internship helped me understand how the e-commerce business works. I believe I know the meaning and challenges of e-commerce. On the e-commerce website, I found several ways to classify products
- When I submitted the first stage report, I studied the sports industry, swot analysis, competition analysis and trends. It has improved my research skills. I learned about the various sources and themes needed for research, and how we draw conclusions from them.
- I think that to understand our activities, our products and services are very important. Before talking to a partner, I need to understand the company's USP. Therefore, before adding partners, I developed an awareness plan and a good suggestion. I made some suggestions as to why someone should use School 365 and what benefits we will provide. I think it is very important for us to share some details of data support. The good tone helped me communicate the details effectively.
- I learned that it is very important to understand the business and brand strategy to develop an effective cognitive plan. The business strategy includes tasks, goals, value propositions and lifting heights. Brand strategy includes business goals, goal sets and shared value.
- Time is hard, everyone has lost business. Therefore, building trust in partners is very important. In the first days, it was difficult for me to call, but I started to study.

- Different, I learned different methods to find e-commerce suppliers and products. I used the data available on Indiamart and justdail. Before calling, I browsed the website to understand the product line and detailed information, such as brand, appearance, etc.
- When appropriate, follow-up actions are very important. The lack of interest in the first call means "no" to the agreement. Monitoring and understanding your problems has always been an important factor in establishing relationships with partners
- The most important aspect I learned is time management. It is very important to ask the manufacturer for the exact discussion time. There is no deadline from 9:00 am to 5:00 pm. It is important to discuss the appropriate time to transform these manufacturers into partners.
- Another important thing I learned is to prioritize work. In May, I was an intern at Tata Steel. Sometimes it is difficult to do two internships, but I am learning to prioritize tasks. It is clear to me that during these difficult times, when students lose their internship opportunities, I must make the most of it.

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