



**Final Report on**  
**“Market Research, Analysis and Business Development using  
Integrated Marketing Strategies”**

**Company Name: Academy of Carver Aviation**



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***Date of Submission:*** 5<sup>th</sup> July, 2020

## Acknowledgement

I am highly grateful to **Mr. Dhruva Bhatia (Organization Mentor)** and **Dr. Tejas Shah (Faculty Mentor)**. I would not have been able to finish this project without their guidance and encouragement. I am also thankful to the **Institute of Management, Nirma University** and **Corporate Relations Cell (CRC)** for providing me with this opportunity.

## **EXECUTIVE SUMMARY**

As an intern in the marketing department at Carver Aviation, I learned about the use of **multiple marketing tools** and developed my expertise one step up. My first assignment of **social media marketing** was given where I had to create different thematic posts with memorable captions and related **hashtags**. Like on "Motivation Monday " or "Do you know? We also had to promote our page in the starting week to get maximum reviews / likes, and my team was good in having the highest number of reviews / likes and we were awarded the "**Best performing team of the week.**" Afterwards the next marketing segment was **outbound marketing**. In this I reached **700 students** of class 12 to generate leads for one of the courses which was AME. After this my **communication and negotiating skills** improved a lot.

**Digital marketing** was next in the marketing segment. Through this I worked on different segments like **Pay-per click advertising** by making **Google Ads campaign** with relevant **keywords**. I also focused on **content marketing** by writing **numerous blogs, posts and business newsletters**. I was also responsible for the **email marketing** and **website promotion**.

Since this one of the important marketing fields that I addressed was **market research**, I did **competitive analysis** in this, and learned about the current business **trends and needs**. And lastly, use the data to make our **promotional strategy**.

And in these 8 weeks of my internship I gained expertise in various **marketing segments**. I grew as an employee, as a **marketeer**. As the company follows an open-door policy, with my mentor 's support, I also got vast opportunities to ask many questions and learn freely.

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## **PART-A - About the Company**

### **a. About the Company: -**



- Academy of Carver Aviation Private Limited (ACAPL) is a DGCA-approved Flying School, which has been in operation since 1995. ACAPL is a state-of-the-art flying school set up in Baramati, Maharashtra, a private company registered under the 1956 Companies Act. ACAPL is committed to conveying aviation information to young aviation enthusiasts, both theoretically and in reality.
- ACAPL provides pilot training courses as well as aircraft maintenance technical courses. The curriculum combines license and instrument rating for Commercial Pilot, Private Pilot, and covers all theoretical & practical elements.
- ACAPL is one of India's largest and highly regarded flying colleges. While working with Carver, hundreds of students have developed their careers as Pilots. In delivering MRO services (Maintenance Repair overhaul organization) to the aircraft, they have par Excellence's. ACAPL is certified in conjunction with CAR145, CAR M and CAR 66 and offers AME courses authorized by DGCA to train mechanical and mechanical students and Avionics Stream of Engineering.

**b. Products/Services: -**

Academy of Carver Aviation offers various facilities. It offers broadly courses, ratings and the issue of licenses and renewals. In each group, some of those services are: -

**Courses: -**

- Commercial Pilot License
- Private Pilot License
- Aircraft Maintenance Engineering
- Multi Engine Endorsement
- Hours Building
- Re- Current Flying

**Ratings: -**

- Assistant Flight Instructor Rating
- Flight Instructor Rating
- Type Rating
- Instrument Rating

**License Issue/Renewal: -**

- ATPL – Issue
- ATPL – Renewal
- PPL – Renewal/CPL – Renewal
- AFIR – Renewal/ FIR – Renewal
- RTR – Renewal

**c. Customers: -**

**Customer profiling:** - The customers for the organization are students with some eligibility criteria. The eligibility criteria for its 3 main courses are as follows: -

**Aircraft Maintenance Engineering Course: -**

- 10+2 in Physics, Chemistry and Mathematics **OR** Equivalent 3 years AICTE approved Diploma in Engineering **OR** a higher qualification in science with Physics and Mathematics
- Medical test Compulsory
- **Age:** - 16 years up till 24 years of age

**Commercial Pilot License: -**

- 10+2 with Physics and Mathematics **OR** Pass these 2 subjects at 10+2 level from National Institute of Open Schooling NIOS- on demand exam
- **Medical:**  
Class II medical is to be done by a DGCA approved medical examiner  
Class I medical could be obtained in due course of training
- **Age:** - Minimum age 17 and above for application (18 years at the time of completion of CPL)

**Private Pilot License: -**

- Minimum qualification required is a class 10<sup>th</sup> certificate
- Medical: - Class II medical is to be done by a DGCA approved medical examiner
- Age: - Minimum 17 years of Age completion

**Market segmentation covered:** - The company is taking students from all over India but the major segments it is targeting are places near Baramati such as Mumbai , Pune and Nasik. This also targets Chennai because it has a lot of student weighting that comes from there to enroll in their course. These are also the main segments that it intends to market itself so that students can be enrolled from all over India

**How the product / service reaches customers:** -The most basic way it tries to attract customers for its courses and other services is through marketing in this case students. It promotes its product on different channels such as Instagram, Facebook, LinkedIn, Twitter and other channels so that the maximum number of users and users get to learn about its services can be seen. It also calls on students to convince them to pursue a career in Aviation on one to one basis and why this institute should be chosen to do such courses. It also keeps posting different blogs, having Question and Answer session so it can directly engage with people and answer their queries. It therefore uses all these tactics to draw students and encourage their parents to enroll students there for the courses they offered.

**d. Market and Competition: -**

- **Indian Aerospace and Engineering:** It was founded in 2006 and is a 14-year-old institute that offers Aircraft Maintenance Engineering course. It is an Institution licensed under CAR – 147(Basic) by the DGCA.
- **Thapar Institute of Aviation technology:** - The Institute was established in March 2006 and is a 14-year-old institution offering courses in Aircraft Maintenance Engineering. Pursuant to CAR-147(Basic) it is authorized by DGCA to provide 3 courses under AME i.e. B1.1, B2 et B1.3.
- **Pune Institute of Aviation technology:** - The Institute was founded in 2008 and is a 12-year-old Aircraft Maintenance Engineering course. For training, the institute is fitted with its own heavy and light aircraft.
- **Bharat Institute of Aeronautics:** - It was established in 1981 and is an Aircraft Maintenance Engineering course that is 37 years old.
- **Star Aviation Academy:** - The Institute was established in 2005 and is a 15-year-old Aircraft Maintenance Engineering course. The institute has its own fully operating training aircraft within the campus.



## **About the Industry**

### **a. Industry classification: -**

The Indian aviation industry can be broadly divided into the following main categories:

**1. Scheduled Air Transport Services-** It includes domestic and international airlines.

**2. Non-scheduled air transport service -** It includes charter operators and air taxi operators.

**3. Air cargo service -** It includes air transportation of cargo and mail.

### **b. Industry structure –**

#### **1. General nature of competition: -**

- For many reasons, the rivalry within the airline industry is very intense. The sector is quite sluggish at the moment. It appears to be at the mature business cycle level. In the long run, the number of competitors remains the same and it does not seem to be under- or over-capable. The fixed costs in this industry are enormously high. This makes it impossible to leave the industry because, in order to remain in business, they are possibly in the long-term loan agreements. The products or the planes involved are highly complex, which also increases the competition.
- The rivalry is weakened by the brand names of different firms. The market share appeared to be equally distributed because each company has its own market share and because switching costs are low, none of the companies can really hold a large market percentage.

#### **2. Economic policy: -**

- The Government of India has launched a policy on the digital biometric processing of passengers at airports called 'DigiYatra,' which will ensure consistent implementation and passenger experience through a connected ecosystem across Indian airports.

- Public policy support includes: greater government emphasis on infrastructure, increased liberalization, open sky initiatives, policy sops, FDI encouragement etc.
- The Government encouraged the involvement of the private sector
- Foreign investment in scheduled air transport, regional air transport and domestic scheduled passenger airlines up to 49 per cent is allowed under automatic route.

### **c. External environment sectors –**

#### **1. Suppliers & its impact:**

- In this situation, airplane producers are the main suppliers. Boeing and Airbus currently are the world's top two manufacturers. The inputs are extremely standardized in this industry. Airline companies appear to differentiate only in terms of amenities. The planes are very similar. A few manufacturers are currently trying to make their plans more environmentally friendly
- Significant suppliers to an aviation institute are fuel companies and airlines that provide maintenance spare parts. The purchase, maintenance and operation of aircrafts require a high investment. Focusing on aviation machine protection when installing new parts on the machine is a primary requirement and hence the suppliers in this industry are developing highly sophisticated parts
- The airlines can't switch suppliers easily. Most companies have long-term contracts with the suppliers. Planes are such high-capital products that firms are likely to conclude long-term loan agreements and have more favorable credit terms when not switching firms. Entering the airplane manufacturing industry is difficult because of the capital needed to join.

## 2. Technology and its impact:

- Technology is the foundation of all industries. Technological innovation has been the guiding force in increasing operating performance for airlines. Through using advanced aircraft engine technology, IT technologies, and mobile technology, airlines have been able to reduce costs and boost operations.
- Use of technology to cut the cost of fuel. Fuel is the largest component in cost for an airline. It currently accounts for over 30 per cent of overall operating expenditure. Advanced aircraft technology, according to Boeing, one of the largest aircraft manufacturers, decreases fuel consumption by double-digit percentages as opposed to older ones.
- Some of the fuel efficiency innovations minimize noise by as much as 30 per cent. They also enhance the range — distance the aircraft can travel with a given amount of fuel — and payload — bearing capacity of a weight-measured aircraft.

## 3. Economic policy and its impact.



## Inferences:

### **A) Growth story of the company-**

Established in 1995, 19 August, Carver Aviation Academy is one of India's most esteemed flying schools. Thousands of students during carver training have built their careers as pilots.

### **Growth in terms of Infrastructure-**

Institute covered long journey in terms of its infrastructure from just one institute building and runway it came a long way having its own-

**APRON:** Academy of Carver Aviation has access to a **1,80,000** sq ft apron, for parking its fleet.



### **SIMULATORS**

Single engine simulator ATC 610 approved by DGCA and multi engine simulator ATC 810 is housed in the Instrument Training and Rating Simulator Room. ACAPL also houses full-visual Cirrus II simulators (total number three) in the Computer Based Training Rooms.



## **ATC TOWER**

The Academy of Carver Aviation has designed its own control tower and has used its personal assigned 129.25 frequency for all flight operations.



## **RUNWAY**

Academy of Carver Aviation uses a 7700 ft tarmac runway with a length of 150 feet and a path of 11/29. Carver Aviation has the permission to fly outside watch hours which gives the benefit of flying around the clock. As a result, we fly from dawn to dusk as regards day flying and even night flying as prescribed by DGCA.



## **HANGAR**

The authorized DGCA hangar consists of an area of 5000 sq ft and allows for the maintenance of 4 aircraft at a time. Research is under way to further boost handling of heavy aircraft over 5700 kg. Carver Aviation Academy operates from an authorised 396000 sq ft hangarage building.



### **Growth in terms of Aircraft and Course Profile-**

Just 3 aircraft began the Academy in 1995 with just one Pilot training course. Eventually the academy 's performance flies high and it had 11 aircraft in 2011, and there are 8 aircraft in flying condition due to use right now and the rest of them are used for training purposes. Their 11 aircraft are proudly displayed in the Profile. Carver has a single-engine and multi-engine fleet of aircraft includes Cessna 152, Cessna 172 & Partenavia P68C.

This conducts pilot training courses for qualifications such as the Commercial Pilot License (CPL), the Private Pilot License (PPL) and the 2010 Aircraft Maintenance Technology course.

### **Growth in terms of Market Share-**

- The market share for an educational flying institute can be measured in terms of enrolled students as well as the standard of education and preparation it offers for job protection for its graduates.
- There are no flying institutes ranking system, only private sites are permitted to have a ranking system that is not checked by the government, so there is no formal ranking system for the flying institutes. Hence, the share of the institute can be measured in terms of number of students enrolled.
- There's maximum room for CPL and PPL courses from the last 5 years. Whereas when the AME course started in 2010, the institute faced a problem in enrolling the student for the course, but there is also full room for them from the last 3 years. This portrays the institute 's success in terms of market share.

## B) Company Organizational Culture-

- According to its **Vision statement-** "At Carver Aviation we have chosen Airmanship as our motto to continually remind us that we must reach an understanding of each element in the aviation environment namely Air Man Ship with a continuous emphasis on Flight Safety."
- Followed by its **mission statement-**" Our aim is to produce the optimum blend of aircraft manipulative skills, academic application, leadership and command character, all combined with a competent knowledge of business and aviation management testing"
- Because of its consistent strategy, the organization reached the height of achievement in completing its mission statement with a strong path of vision. According to my study of its development trends, the corporation adopted organizational culture "Open Door Strategy" rather than a traditional hierarchical structure Corporate culture.
- It believes in autonomy and communication policy which promotes transparency and openness in the company by manager, supervisor. Because of its openness and consistent vision and execution, it gets recognition and achievement.
- As an intern even I got full right and opportunity to put my opinion in front of my team members and my mentor where the most promise once are implemented as well.

### **C) Comparative performance and Benchmarking Practice in Industry-**

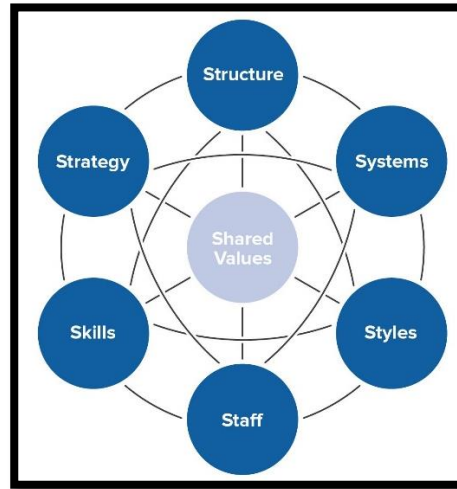
Throughout India as well as outside India, there are several competitive Institutes. The top competitive institutes in India are-Bharat Aeronautics Institute, Pune Aviation Technology Institute, Star Aviation Academy, Indian Aerospace and Engineering, Thakur Aviation Technology Institute. Whereas outside India if we take highly competitive institutes in the United States where most Indian students take admission are- Atlantis Aviation, US Aviation Academy, Wayman Aviation Academy, Epic Flight Academy, Florida Flyers Flight Academy.

The Benchmarking Practices used in this Industry are as follows-

- Extremely active on social media and digital marketing
- All renowned competitors are present on all social media platforms to increase their awareness and promotion of the brand. For example, on- Linked in, Instagram, Facebook, Twitter, blog site, newsletter, ad campaigns are run, promotions are paid, etc..
- Certified and accredited high rating teachers help them stand out.
- More aircraft and more Tie-ups with major airlines are also one of the industry's benchmarking activities.
- Rich facilities to help provide preparation in the sector and a healthy place to live and learn.

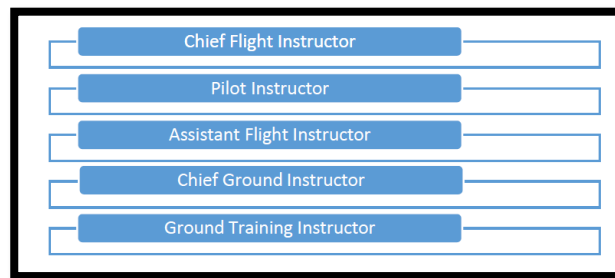


## 7-S FRAMEWORK



- **Strategy:** This is our organization's plan for building and maintaining a competitive advantage over its competitors.
  - Partnership with Go airlines to ensure that all AME students are given a successful two-month training
  - It has its own English Proficiency Test center and thus draws more students because of the same. It is in the process of getting DGCA clearance.
  - Lead generation from surrounding areas so students can have a stronger understanding of the vernacular.
  - Additional classes, such as issue / renewal of licenses
  - The Director General of Civil Aviation (DGCA) authorized and affiliated;
  - It is the first flying school accredited to ISO 9001-2008
  - It is known as the fastest flying academy since it has been doing great pilots and engineers for over 25 years. It has 14-15 aircraft of which eight are in maximum flying conditions.
  - Infrastructure makes it more capable of overall growth for pilots and aircraft maintenance engineers.

- **Structure:** It is how our organization is managed (i.e. how divisions and teams are organized, and who reports to whom).



In Carver Aviation, i.e. CPL and PPL training, the departments are divided into four-

- **Accounts-** This department manages the academy 's finances, i.e. the income generated, how the fees are received, the sum of the fees etc.
- **Marketing-** This department holds the frontline, i.e. all the campaigns and the work carried out by them is to make the organization known.
- **Admin-** It includes 4-5 people who check that the entire system works, i.e. payment of salaries, electricity, student payment, driving notifications to all departments etc.
- **Operations-** This includes a team of flight instructors and trainers who guide the students while and during the training.
- The Carver Aviation Trainings Ltd. i.e. AME department has around 150-160 employees which mainly consists of the engineers and the instructors.
- **Systems:** The daily activities and procedures that staff uses to get the job done.
  - Regular duties include the administration work performed primarily by the HR staff. In this the admin schedule the pilots' regular flying hours.
  - The Marketing department watches out for both the academy's social media and offline activity. It seeks to hit the full number of leads and from where it is possible to evaluate the target market. It handles blog, Google Ads, Facebook, Instagram, Twitter for SEO campaign.

- The Research department works on both the practical and theoretical aspect of aircraft inspection. The teachers and coaches teach the students.
- **Shared values:** These are the core values of the organization, as shown in its corporate culture and general work ethic.
  - The objective is to create an optimum mix of aircraft manipulative skills, academic application, leadership and command character, all combined with competent business and aviation management testing expertise.
  - Carver Aviation has chosen Airmanship as their slogan to keep reminding them that they need to understand each aspect of the aviation climate, namely Air Manship with a continuous emphasis on Flight Safety.
- **Style:** The style of leadership adopted.

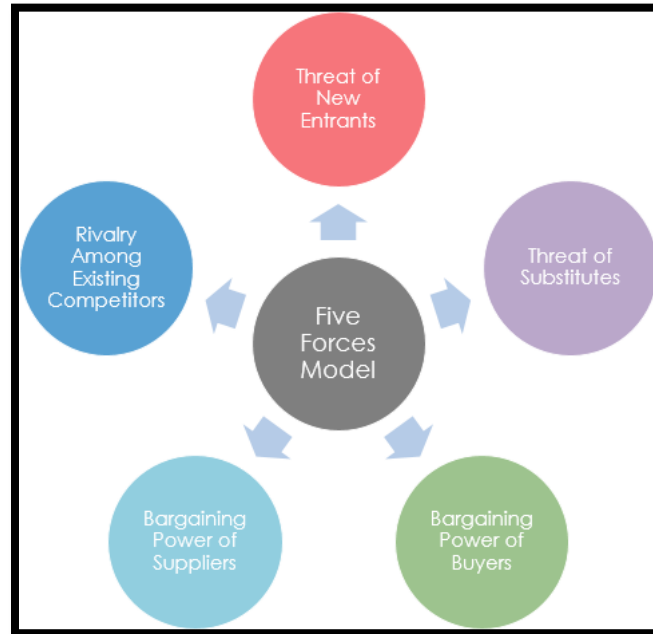
They adopt the model of coach-leadership. The professor and teacher here take the lead in getting the best out of his students. Competency of each person is analyzed and worked on. The mentors make the curriculum, decide on the schedule and train the students to get the best out of the following procedures.
- **Staff:** The employees and their general capabilities.

The employees are all well versed in the aviation business. They are seeking information about the recent aviation developments. Most of them are familiar with the types of aircraft and their size, speed, etc. They are well informed about the most suitable weather, and how to assess working and environmental conditions.
- **Skills:** The actual skills and competencies of the organization's employees.

They have English language skills, as they are mandatory for both the coach and the student. They possess good analytical and decision-making skills. They have the potential to grasp the technical knowledge and the great qualities of leadership.

## Porter's Five Forces

### Competitive Position in the Industry (Using Porter's Five Forces)



- **Threat of New Entrants:** The new entrant or new flying training organization poses a low threat because it needs a good deal of investment to start a new training organization because it needs the purchase of the DGCA approved fleet of standard aircraft, other maintenance equipment, recruiting flight instructors and other personnel, other daily costs to start a new company, etc. New business will also face the challenges of achieving economies of scale as the training organizations operate on about the same revenue-cost ratio as the operating costs of aviation training institutes are very higher. The big challenge facing the new organization is to build the brand name to compete with the training schools already founded and attract the largest number of aspirants. It is also possible that they may face the possible retaliation from the existing players in terms of cost reduction of their products, huge marketing campaigns etc.

- **Bargaining Power of Buyers:** Economic conditions play an enormous role in generating high purchaser bargaining power in this industry. The buyers are the students' parents who enroll in such courses as CPL, AME, PPL etc. After a global pandemic like Corona, this industry is likely to act as a buyer's market implying that due to the high fee demand, not many people would be willing to enroll in these courses. Prices will be the buyers' basis for comparison but there are very few decent aircraft. There are many players offering matching experiences through the courses that they sell. School infrastructure is also a source for comparison for purchasers when choosing a flying school. There are institutes, such as Thakur Aviation Institute, IGRUA, IIA Group etc that provide tough competition to Carver Aviation and provide options to buyers thereby increasing their bargaining power.
- **Bargaining Power of Suppliers:** Industry suppliers include aviation companies that expand job opportunities for students once they enroll in courses such as CPL, AME etc. Gas firms and airlines supplying maintenance spare parts are major suppliers for an aviation institution such as Carver Aviation. Suppliers' bargaining power in this industry is strong because the craft and technology suppliers in this industry are limited by number, and aviation institutes rely on them to supply fuel-efficient, fast and well-designed aircraft. The purchase, maintenance and operation of aircrafts require a high investment. Focusing on aircraft machine safety while installing new parts on the machine is a primary requirement and hence the suppliers in this industry are developing highly sophisticated parts which increase the cost and power of the supplier. However, the airline companies do require a large number of Aircraft Maintenance Engineers due to shortage of such professionals and hence this could help Carver Aviation which can supply AME professionals to the airline industry.

- **Threat of Substitutes:** Since the courses Carver Aviation offers are mainly aimed at the 12th passing students, there are other engineering institutes offering a B.E. Or B.Tech is a major replacement for their degree course. Considering that students in India usually take the first step in choosing their professions after the 12th standard, various other institutes offering degrees in engineering, medical, arts, commerce etc. are substitutes for the course that Carver Aviation provides. Another obstacle for Carver is to contend with the engineering degree courses as they only offer licensing courses that increase the danger of substitutes. Another issue is the extremely costly pilot training courses that could meet strong resistance from parents who are more likely to be price-sensitive when choosing Indian course.
- **Rivalry among Existing Players:** There is a good deal of competition in India between those flying institutions. Institutions such as BIA, Thakur Aviation Institute, IGRUA etc. draw top talented students across the world, and are Carver Aviation's biggest rivals in this region. The competition is intense because the number of competitors is set and it's highly concentrated among some teams. Because fixed costs are very high for the aviation academies this makes it very difficult to get out of this business. On top that these Indian aviation institutes need to abide by the DGCA rules and the safety protocols. All the successful competitors are highly active on social media and therefore compete to create entertaining videos and posts. Covid-19 has already made many of the institutes adopt the digital marketing strategies aggressively for their admission enrolment for the next session of courses.

## **Problem Areas**

### **Problem No. 1**

- 90 percent of workers in the company belong to rural areas are not aware of the latest technologies, and as a result, there is less digitalization and difficulties occurring when introducing new technology in the business.
- This is the greatest benefit in this new era if the workers are not aware of the latest trends and have not learned how to execute them

### **Solution-**

In my opinion there are two solution for this problem which are-

- Educate existing staff on state-of-the-art technology, digital media and digitization. HR 's role of learning and improving should be ready to train its staff.
- Recruit new staff who already have some experience of the latest developments of digitalization. So, that they will support new workers as well as aid in the organization's adoption of technology.

### **Problem No.2: Location**

- One of the Academy's biggest and most important problem is that of its venue. It is in Baramati, Maharashtra. It is a rural area and therefore connectivity is one of the most important issues facing it. There is no direct facility available to access the location, such as train or airplane. You have to get to Mumbai , Pune or any other place with train or flight facilities and take a taxi or bus to reach Baramati.

### **What can Academy do to avoid this barrier?**

- The best way is to illustrate the Institute's positives to the people in various ways and how it is India's best flying school. It will highlight the location's advantages to its targeted customers, so they forget the little inconvenience they face. We should also try to conquer their disadvantage in this way and try and convert it into an advantage.

### **Problem-3**

- In the aviation sector the margin is too low. As the agenda is more focused on rising the losses than income. The underlying reason for Indian aviation industry's unprofitability is its citizens' low incomes. That drives low-cost travel demand, increases its market share, and increases competition further, keeping tariffs low. In addition, given exceptionally low fares, India's airlines face the same costs as airlines operating on any other market. That is the real issue which leads to market competitiveness and unprofitability in India

### **Solution-**

- By introducing successful cost management strategies, SpiceJet has succeeded in turning its fortunes around. It focuses on improving the load factor by effectively managing prices and inventory on routes where maximum revenue is generated. The troubled airline has also introduced a fuel management system which, given the increased passengers and cargo, has resulted in better fuel performance.
- The airline took charge of its cargo, catering and reservation services as part of its revenue generating measures; it previously outsourced these to a third party.
- Carver Aviation can learn from examples of such industry leaders and apply cost-reduction techniques, as well as focus on maximizing their profits from such examples in ways relevant to them.



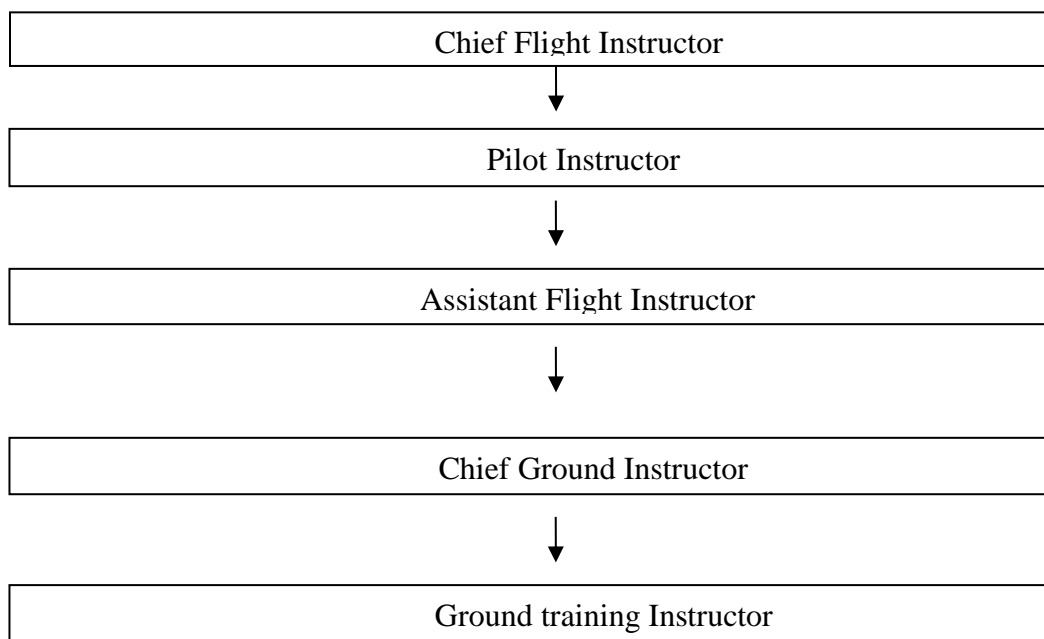
## **PART-B - Introduction**



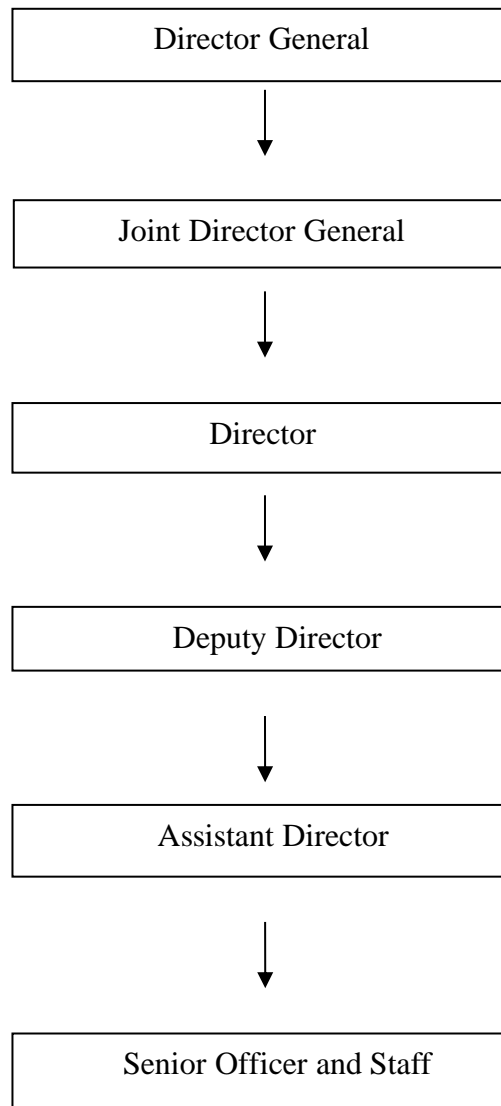
- Carver Aviation Pvt Ltd. comes within the aviation sector. It was established in Baramati, Maharashtra, on August 19, 1995. It is a 25-year-old school and is one of India's best flying schools offering courses such as pilot training, aircraft maintenance engineering, and many more. It is a flying school approved by DGCA, and was India's first flying school to receive ISO 9001-2008 certification. It has 8 flying training aircraft, and 4 learning aircraft on the ground.
- I am currently working in the organization's Marketing department. Carver Aviation 's marketing department is made up of 3 people and then there are interns working under them. Carver Aviation's marketing team, like any other organization, is primarily responsible for promoting the services it provides, for reaching out to its prospects and, most importantly, for ensuring that positive brand image of its organization is created in the minds of people. The factors which differentiate the marketing teams of different organization are the activities which they do in order to market their products or services to the people.

- Following up Carver Aviation's marketing team gives equal importance to digital and physical marketing. It believes digital marketing is the trend in the world today and one that can not be ignored. Today's generation is very active on various digital marketing platforms and therefore it is necessary to be active in this field and to ensure that the organization is presented very well in a positive light. It does activities such as promotions for email marketing, posting on social media, blogging and many other activities. But not only does digital marketing play a role, but the organization feels that customers are always affected by physical marketing that includes personal contact. It also carries out activities such as calling for its prospects to ensure that it can promote its services properly and also so that people feel that they truly matter to the organization.

### **Instructors' Hierarchy at Carver Aviation Academy:-**



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



## **Tasks:**

- We were acquainted with the company's business by the Marketing Head Mr Dhruva Bhatia and given a task of getting reviews on Facebook and Google pages for Carver Aviation from our friends and relatives. Overall, the interns managed to get 310 reviews (116 on FB page and 194 on Google page).
- We also had a guest session with Mr. Vijay Bhave (Oceans Communication) where he shared his knowledge and insights on various branding techniques that could be used for Carver Aviation. He also asked interns to brainstorm on the ideas regarding marketing and online customer engagement where we came up with interesting suggestions.
- We were given a weekly calendar for choosing the type of posts that we wanted to and every intern had to design 2 posts along with captions and relevant hashtags using hashtagify, ritetags etc. according to the 10:10:10 rule of hashtags.
- I designed two posts- Did you know? and the other related to weekend polls.
- Every intern received the 1<sup>st</sup> cold calling list from the database of 12<sup>th</sup> students with the company and were asked to prepare a sales pitch, get it approved from our mentor and start calling.
- We basically had to pitch students with having PCM background about Aircraft Maintenance Engineering course provided at Carver Aviation and get their email ids so that they could be retargeted.
- As a part of market research all the interns were asked to make a PowerPoint presentation collectively on the DGCA Circulars related to Flight Crew Licensing from 2000 to 2019.

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

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

**By the end, I was able to do:**

- Keyword Research using applications like Ubersuggest, Google Keyword Planner, Ahrefs etc.
- Analyzing different social media strategies of competitors.
- Writing 5 reviews for questions related to AME on Quora platform thus creating backlinks to improve quality score.
- Writing a blog on the topic **"Lockdown and its Impact on Aviation"** which was posted on the official blog "Flying Pundit" of Carver Aviation.
- Opening a demo account on Google Ads.
- Preparing a newsletter through email campaign named **"Lockdown and its Impact on Aviation",**
- Called a list of 100 students pitching for the AME course registration at Carver Aviation.

## **Methodology**

### **a) Ethnographic Study**

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

1. Impact of Lockdown in Aviation Sector
2. Impact of Covid-19 pandemic in Aviation sector all over the world
3. What jobs will be more prevalent after the Lockdown period in Aviation Sector.
4. How maintenance is relevant in aviation sector.
  - The mentors were guiding us through all the studies that were done. The bulk of information was collected from blogs and websites due to the lockdown period. The major sources became Facebook, Instagram and Twitter. Everything from the sites and social media was collected from the new DGCA rules to everything new in the industry, like the resumption of domestic flights.
  - The mentors were a call away and guided us to how to organize the content.

### **b) Maintenance of Journal / Diary:**

- **Company-image from inside**
- Competition in this sector (as an academy) is high because each academy has its own rules, regulations to maintain. It is a tough task for them to keep a check on approval from the government bodies and thus to acquire the best and most eligible students.
- Therefore, the company follows everything from the marketing department's point of view to remain the limelight and keep a touch with the consumers.

There is a positive work environment that enables everyone to work in the best possible way.

- **Employee satisfaction-**

- The employees are quite satisfied with the role of the job and the opportunities it offers. The coaches and trainers get to train various types of students that fill them with immense satisfaction and gratitude. They get to apply their experience and relearn different types of conditions such as modified weather conditions.
- The marketing team is getting to put all their effort into this. With the advent and innovation of social media, it has become easier to reach students online.

- **Sources for opportunities for company**

- a) Under Penetrated Markets

They have more opportunities to attract students from northern India, with Maharashtra as the only region covered by the academy. The USP, that is, Baramati 's rain-shadow area and 12-month flying season and they can make good use of that.

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

With the aviation sector at a low point, it's likely that passengers will soon start traveling again in the future. Courses such as AMEs which take 2 years to complete may see an upsurge in admission again. It is because of less air traffic for 2 years (2020-2022), once the COVID-19 fear is laid off, the journey will again become a major industry.

- c) Demand is increasing for trained pilots and AMEs

A huge maintenance cost is also incurred, with so many domestic and international airlines. Therefore the training AMEs and pilots need and demand is high.

d) Vibrant middle Class

The evolving trend in students ' minds to do something different from the general engineering and conventional courses is a great opportunity to serve students with these unique courses. Also, with available loan facilities, people want their kids to pursue a one-time investment course that will yield those benefits and satisfaction for a longer period.

- **Issues for future competition**

1. High operating costs-

The aviation sector has high costs for maintenance and safety. The admissions must therefore be on a normal basis or more, in order to keep up with the operating costs.

2. High cost of courses and no placement guarantee-

With so much disturbance going on a student needs a guaranteed placement and therefore these points must be kept in mind and reduced from a threat to the organization's strength.

3. Strict Govt. Regulations

With the pandemic of COVID-19, the government will be more stringent in setting standards and regulations. The DGCA standards could include new health and safety regulations. The academy must also hold those viewpoints in mind.

4. Intense competition-

With fewer air travel and job losses, the academy has to fight with other top academies over every single issue in the next 2 years and has to be on par. Consequently, the competition in admission is going to be intense.



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

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

- **Early warning signals**

1. Low brand awareness

A lot of students from the same locality are unaware of the academy 's existence. Consequently, academy marketing needs to be strengthened in order to attract more and more students.

2. Low visibility
3. Low marketing expenses

## **Observations-**

### **Classification of Observation-**

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

- Since the company followed "Open door policy" the training culture is quite similar to that. According to my observation the company shows its organizational culture in its mentoring behavior, in providing different tasks, and in providing training to its interns and employees. The company believes in autonomy and communication policy in which manager, supervisor promotes transparency and openness in the company. There is no strict hierarchical system like in corporate culture, people are free to interact with higher managers and even take their help in different work.
- Due to their organizational culture the company manages to be on the right track for achieving its vision statement followed by its mission policy, where the vision statement says that-
- "At Carver Aviation we have chosen Airmanship as our motto to continually remind us that we must reach an understanding of each element in the aviation environment namely Air Man Ship with a continuous emphasis on Flight Safety."
- Followed by its mission statement-" Our aim is to produce the optimum blend of aircraft manipulative skills, academic application, leadership and command character, all combined with a competent knowledge of business and aviation management testing"
- As an intern I have received continuous guidance and encouragement to upgrade my work continuously. I can sense an environment of trust and mutual respect between me and my fellow interns. I have given full right and

opportunity to put my views in front of my teammates and my mentor where the most prominent ones were implemented as well.

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



- Basically, they provide all the motivating factors by given us responsibility like handling their main marketing platform; we handle their main social media account according to our strategy. Then providing recognition for the work we done, like best "performer of the week" and giving goodies and extra benefit to best performer to keep everyone motivated. It eventually helps in bringing growth in oneself and to the organization.
- Also, the hygiene factors were present like continuous supervision and guidance by mentor, Flexible work conditions, trust and cooperative relationship with mentor and fellow interns. All these factors helped in keeping all of us motivated throughout the internship.

## **b) About Self Learning-**

I learned many soft and hard skills during the internship and as a individual overall I develop. If we're talking about the Soft skills then some of the skills I do are -

- **Adaptability-** I've learned how to adapt in different environments, just like I've given new tasks that I've never learned and done before, like Google Ads campaign, Outbound Marketing. It was therefore a new experience for me where I first learned these skills and then exercised them perfectly.
- **Work Ethics-** This is the first time I have been working with any organization, so I have learned how to work in an actual working environment, where we need to submit a report on time, perform professionally with fellow employees and interns, and adapt the organizational culture of the respective company.
- **Time Management-** One of the main skills that must be in every scenario; I learned how to complete my mission on time, its meaning and its benefits. One of the valuable skills I've acquired is the handling of various social media sites where each of them needs equal attention, controlling all of them and keeping them up to date.
- **Communication & Interpersonal Skills-** This is one skill that I have greatly developed in. We need to perform outbound marketing in which Telemarketing was part of it, we need to talk to our prospects and convince them to take on AME Course admission. At the end my communication skills were refined and persuasive.
- **Team Work-** We are provided various roles in teams where we have to handle and execute the task together, such as email marketing, making strategic planning presentations, and we all handle to complete it on time with the help and coordination of each other. I learned how to respect the decision of my team members, and how to work together.

- **Responsibility-** I learned how to be accountable for my job, as we were assigned task set with assigned timeline, we were packed with responsibilities. We do have to handle the company's official account so we have to be accountable for that and any decision I take represents the company's profile.

Some of the Hard Skills I accomplish are-

- **Marketing Strategy-** Marketing strategy is one of the important skills I have learned during my internship, where I have to give my points and suggestions on improving our company's strategy. Where a marketing strategy is the company's essentially game plan to reach out to prospective customers and turn them into customers for their respective organizations. In this I give my opinion of what new can be implemented like on Instagram what new type of engaging content we can put to attract more customers, and many more.
- **Outbound Marketing-** In this, without any prior information, we have to approach the audience and initiate conversation with them, Telemarketing is one of its parts. I have learnt how to convince target audiences and make them our desirable prospects.
- **Market Research-** In this I have done competitive analysis, where I have to look into the strategy of our close competitors, such as how to perform their social media marketing, what's unique in them and how they attract customers, after I made a presentation on it stating all the points. So, I learned how to analyze the market and understand what customer looks into the course and what their expectations are.

- **Digital Marketing-** This is a vast field that I have learned and worked on many aspects of it in detail; basically, it is a use of the internet to reach out to our clients.
  - **Email Marketing-** How to stay in touch with the target audience and keep them up-to - date on the lasting trends and schemes, we used email marketing, I learned how to make it innovative and interactive in order to involve more people and achieve more prospects.
  - **Website Marketing-** Website marketing is used heavily to drive relevant traffic to the site. The aim is typically to attract people who may be interested in the course we offer. I used to create backlinks on various websites such as Quora, a newsletter that directs to the carver aviation website in order to receive more traffic.
  - **Content Marketing-** I learnt how to use SEO (Search Engine Optimization) to write content. I used a range of resources such as forums, posts and email writing.
  - **Pay-Per-click Advertising-** I learned how to use analytics to make Google Ads campaign and correct set of keywords to promote our Academy and Course.
- **Social Media Marketing-** Our main motive behind that was to build brand awareness of the company and the A.M.E (Aircraft Maintenance Engineering) course. I handled and linked to various social media platforms such as Instagram, Facebook. In which I have to post to promote the course and build awareness where post includes video making, graphic design, poster making and powerfully captioned content design

## **Trends/ Patterns-**

- When we talk about the trends in Aviation Industry as a whole there are many things in which we can look into such as number and type of new aircraft entering the fleet, number and types of Pilot flying, Type of market of domestic airline, Hub and Spoke system, Service changes, and aircraft types.
1. **Types of New Aircrafts-** The number and types of new aircrafts entering the market act as a partial indicator of the health of the General Aviation Industry. The nine type of General Aviation Aircrafts are-
    - **Single-Engine Piston-** It consists of fixed wing aircraft powered by single piston engine.
    - **Multi-Engine Piston-** It consists of fixed wing aircraft powered by two, but sometimes more than two piston engines.
    - **Turboprops-**These are fixed-wing aircraft powered by one or more turboshaft engines that drive one or more propellers.
    - **Turbojet aircraft-**These are fixed-wing aircraft operated by one or more reactors.
    - **Piston rotors-**These are single-engine rotorcraft, helicopters or rotorcraft powered by piston engines.
    - **Experimental airplanes-**Usually, these airplanes (sometimes called kit airplanes) are airplanes made from kits made by the original manufacturer.
    - **Sports-**These are single-engine piston aircraft that comply with the requirements of light sports aircraft regulations. They are restricted in many ways, including weight and number of seats.
    - **Others-**This aircraft category includes some aircraft that are not suitable for other categories. This includes aircraft, such as gliders, airships and balloons.

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

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

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



4. **Hubs and branch systems:** In order to maximize customer access to the network, many airlines manufacture hubs and branch systems. The hub provides the connection point between the start point and the end point.
5. **Changes in services:** As airlines' economic and financial requirements change, it is necessary to develop airline service models to ensure financial stability. These service changes usually have a negative impact on the small and medium market.
6. **Aircraft type:** technological advancement of aircraft capabilities and changes in consumer demand, the aviation industry has gradually entered a larger and longer range.

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

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

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

## **Critical issues or problem areas**

- The major challenge was to convince students to enroll for AME course and invest 5+ lakhs. Selling an expensive product which only affluent families can afford is tough as our target audiences decreases and we need to form a communication plan accordingly. The fees proved to be a major constraint as students and their parents were apprehensive in spending that big amount for a course for which they were not fully aware and instead they preferred course in hotel management and other similar courses.
- Time constraint was another factor as there was time constraint of only 2 months and to get a student for AME course in such a small duration was a challenge.
- I found that people are not much aware about the fascinating opportunities that are present in the aviation sector in the India and the whole world. This proved out to be one of the major constraints to get the students for the academy.
- Academy was not willing to spend much on the marketing activities. It was important to allocate moderate budget for online promotional activities to spread the awareness of the academy
- Rigid mindset of people who want to go only for common careers such as engineering, medical or business is difficult to change because these careers have been thought of as career makers from a long time and aviation is a niche choice which requires passion in the students as well
- Low awareness about the brand "Academy of Carver Aviation" which made it very difficult to convince consultants for a tie-up with the academy

## Suggestions and Recommendations to the organization

- Academy of carver aviation has very good presence on online platforms when compared to other pilot training institutes. They can further strengthen their presence online by adopting even more aggressive marketing campaigns online. This will also prove out to be very effective because their target audience which is students of age group 18-25 have huge presence online.
- They should give some attention to their secondary offerings such as hours building, recency/conversion, flight instructor's rating, multi-engine endorsement, type rating, instrument rating etc. They can do so by sending emails to all their past and current trainees and letting them know that academy is providing these types of services. They can show some urgency in their communications to compel them to consider the offer.

**Carver Aviation**  
Success is a reality

### CURRENT TRENDS/SCENARIO (COVID-19)

**THANK YOU FOR YOUR DEDICATION**  
Together we will get through these difficult times!

**Brand communication:**  
In this scenario, any brand which is projected by its customers to be **opportunistic** will be at total loss. The consumer should not feel like the brand is into **pushing its products** and doing nothing else will give a **bad impression** in the mind of the consumer. Brand communication in such times should be filled with **empathy**.


Hence we must treat them with **empathy** and make content regarding the current scenario to make a **positive impression** in the mind of the consumer.

You can make newsletter's content on topics like:  
Aviation to the rescue  
Lockdown's effect on aviation


And subsequently we must make content on


- **How to stay safe during covid-19?**
- **How ministry of civil aviation is taking steps to ensure security of the travelers after the lockdown gets over?**
- **Thank you post for the medical staff, nurses etc.**

- This is the time of digital marketing. Academy can focus on inbound marketing wherein students come to them rather than academy going to them by investing more in digital marketing. They can focus on search engine optimization, blogging, YouTube videos, paid search campaigns etc.



## TESTIMONIALS





- From my experience and from what I have noticed there is a **human tendency** among 12th science to do what their friends or seniors are doing and they mostly **do not take the career paths** which has not been taken before by the people from their vicinity.
- So if the **current or past students** are able to encourage students who have recently passed 12th science to take up AME and show how **their career took a leap forward** it would be really helpful. I am not aware about the feasibility of this idea but this is just a suggestion. Knowing that someone has taken up the course and **have succeeded** would help to build trust and might encourage someone to take up AME.
- This would also **gain more engagement** as students can know how their **career trajectory** will be by hearing to these past students and get rid of their confusions

- Academy can start referral program wherein their current students are being incentivized to spread the mouth of word and get their friends in the academy.
- Also for online promotions we need to create more videos on Facebook primarily of students presently studying in the academy. This will help in creating awareness of the academy and it will act as a live presentation for students who cannot visit Baramati to check the academy. They will see the future Aircraft Maintenance Engineers in action and this may motivate them to choose aviation as a career option.
- We can also post about the growth that is happening in the aviation sector and the career opportunities it offers to the students. The growth in the related sectors should also be considered as an important factor when considering for employment opportunities.
- Make the company's website more appealing to visitors
- Invest more to further expand the range of aircrafts. This would help the company differentiate itself from its competitors.

- The website development task has been outsourced and there isn't any coordination between them and the marketing team. Hence, for analytics purpose, the usage of tools like Google Analytics etc. cannot be leveraged.



## EXTRACURRICULAR ACTIVITIES & EVENTS AT CARVER AVIATION










- Students are not always interested in academics. They also want to know what else will they be a part of by joining carver
- You can make few newsletters on this topic where you can include all such activities which happens as co-curricular and also extracurricular.
- This is **the glamor part** of being a student at carver aviation and we must **highlight** this so that it **increases the engagement** among the readers as well as it increases the probability of students joining the flying school
- The content can be on various sports, festivals, events at carver aviation, cocurricular activities, celebrations etc.

- You can monitor all the doubts the students are currently facing regarding the courses through various mediums. You can compile all such FAQs and answer them and sent it in a form of newsletter to our target audience so all such types of doubts get cleared at one go. You cannot handle each's individual's doubt personally and this can be helpful to reduce our workload and subsequently serve the purpose and get the job done. Such kind of newsletter will also **gain engagement** as mostly everyone who goes through it might relate to one question or the other.

## **PART C - Summary of self-learning**

- It helped me to learn how important it is to know strength and weaknesses of your product in comparison to that of competitor's. It also helps to know if there is any seasonality in the demand of our product.
- I got to learn a lot many things about the aviation industry which was un-explored for me before the internship. I got to learn about the current trends in aviation sector, government initiatives in India to give further boost to aviation sector, huge job opportunities in Indian aviation market etc.
- Learnt that before making a pitch, it is very important to be completely aware and know about the company and its competitors so that you are in a position to answer all the questions that are posed by the prospective clients. Learnt that while making a pitch, you should try to understand what the other party is looking for and speak about those points that interest the other party
- Also learnt that it is extremely crucial to make an in-depth study about the client whom you are to approach so as to capitalize on the benefits both the company and the client can have from a potential tie-up
- I learnt how important it is to know all the details regarding your product as well as competitor's product while making pitch to the prospective clients to be able to clear their all doubts and seal the deal.
- I have learnt that it is very important to make relevant and convincing points in the first 2-3 minutes of your pitch to engage the client and keep him/her interested in the proposed deal. There should not be any unnecessary and irrelevant part in initial part of pitch. Initial part of the pitch should clearly mention the opportunities and benefits that are being presented to the client.
- Prospecting and qualifying is very important step while deciding potential clients to pitch to. It is very important that you select right clients to save both the energy

and time. Past association of clients with similar products can be good criteria to choose the client apart from its popularity in this case.

- I learnt that it is very important to follow up as most of the deals are signed in the follow-up process only. I learnt that initial lack of response shown by the party should never be interpreted as „NO“.
- I learnt a bit about negotiations at professional level during finalizing the deal. It is important to know about the number beyond which we cannot go in advance. We should avoid the deal if client isn't ready to pay the amount of worth of our product/service
- One very important thing I learnt was to ask for referrals to the client. In many cases, it happened that the targeted client may not want to get into agreement but they may know others who might be interested in our product/offerings. This will help reduce both the time and effort for us
- Another important thing that I learnt was to manage within the budget. Sometimes, there are situations when it seems that you would be overshooting the budget so at these times, it is important to always have a few options in hand and to prioritize the tasks so that those at the bottom of the list can be removed for the time being in order to stay within the budget. I learnt this while making the marketing plan for the company.
- I also learnt nuances of competitor analysis that helps define or re-define your marketing tactics and alter products/offerings of your company to better suit the customer needs. Analyzing the competitor's promotion tactics and market tapping strategies is very important to formulate our strategy especially when you are selling very costly product as in this case.

# COMPETITOR ANALYSIS: SOCIAL MEDIA STRATEGY

**SOCIAL MEDIA MARKETING STRATEGY**

• INSTITUTE: 43 AIR SCHOOL








## WHAT THEY DO ?


They have professionally trained well over 5000 graduates for the general, airline and military aviation sectors over the past 28 years. Dedicated live on-campus facilities ensure their student's social needs are catered for

**SOCIAL MEDIA MARKETING STRATEGY**








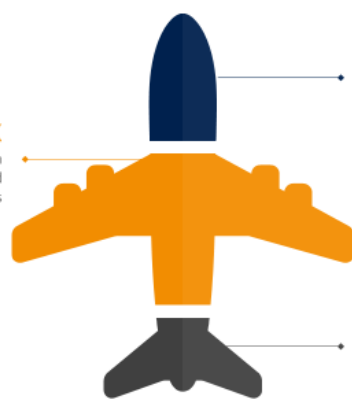


**KEY POINTERS:**



**INSTAGRAM & FACEBOOK**

Highly active on Facebook and Instagram  
Facebook has more than 4.5 lakhs likes and  
Instagram has 19.6 thousand followers



**UPDATES**

- They update on regularly basis and have different posts ideas and they implement them accordingly
- Some of their campaign ideas are like Wing Wednesday, Throwback Thursday etc.
- They even post quotes and special days posts like we do.

**OTHER STRATEGIES**

Two things which really caught my eyes were

- (1) Posts on FAQ where they answer various queries which their followers has and this can be implemented
- (2) Occasionally, they come up with contests and those who win are provided with brand merchandise. This will help increase brand engagement and can be implemented if possible. It doesn't cost much.



- I learnt perseverance is the key strength that you have to develop while performing these types of jobs as we might not get success initially. De-motivation was major issue that I faced during the initial stage of the internship as it was very difficult to get the tie-ups.
- I also improved interpersonal skills during the period of internship. I learnt about the professional etiquettes that you have to follow while working ranging from drafting a mail to convincing client.
- It gave us on-hand experience of working on social media to promote the academy. It helped us learn how to participate in the conversations that are going on various platforms like LinkedIn, Facebook, and Twitter to capture the attention of target audience.
- Cold calling has helped me in polishing my communication skills and communicating effectively over phone despite the physical absence of the other person.
- We targeted coaching centers which had math and physics as the subjects because that's where our target audience is and our resources wouldn't be wasted in calling the wrong coaching centers.
- We have developed our skills of presentation, communication, listening patiently to what others have to offer. I have learned from all the experiences in the internship be it that of rejection or appreciation from the clients.
- I also learned about other aviation institutes in India and their methods of promotion and admission. This learning would aid us in forming better strategies for carver aviation.
- In the duration of the internship I have formed connections with interns belonging to other colleges present in other cities. It has helped us in knowledge sharing and further spreading the good word about the academy.

- Content is extremely important be it the use of right words, the way they are brought together or the emphasis you place on particular words. The content needs to be engaging and which the audience can relate to. It must not be too over the top and must be believable. So it's crucial to get the right words and use appropriate language, aimed at the target audience. Basically, we need to think from the target's perspective like "what can attract our audience and generate interest or curiosity in them".
- All in all, it was very good learning experience as it gave on-hand learning experience of many techniques of marketing ranging from cold calling, digital marketing to creating communication plan to create awareness.

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## ANNEXURE

A blog written by me : "Lockdown & its impact on Aviation" got published on company's website.



### **Lockdown and its impact on Aviation**

As the country, home to the world's fifth largest population, struggles to adapt to what is an unparalleled national lockdown, let's take a closer look at how these constraints have impacted its aviation industry, which accounts for over \$70 billion of GDP in the country. Given the existing lockout conditions, the Indian Aviation Sector could be looking at around \$1.5 billion-\$2 billion in losses, assuming a 25 per cent fall in industry revenues. It is ironic that the Covid-19 pandemic first resulted in a sharp decrease in crude oil prices, which should have stimulated the aviation industry's growth, and then devastated the industry due to a lack of worldwide demand. If and when it happens after May 3, the instant relief to the Indian sector will certainly come in the form of commencement of domestic flights. However, Indian aviation regulator Directorate General of Civil Aviation allowed cargo flights, offshore helicopter operations, medical evacuation flights, and special flights.

The foreign sector will still be far from commencement and normalization for a month or two because most of Europe and the United States are still struggling under the epidemic of Coronavirus. It is not yet clear whether the Indian government, like other nations, is looking to provide the industry with any financial package that has been so greatly affected.

Airlines have a variety of choices to make, and they can take a number of actions to adapt, recover and prepare to succeed in the new normal like first of all, change the supply chain, adjust to customer behaviors, optimize loyalty, reassess investment, reimage partners, and protect the brand.

#### POSITIVE SIGNS:

SpiceJet Ltd. Chairman and Managing Director **Ajay Singh** said it is time to take advantage of the Covid-19 crisis as an opportunity to bring about structural reforms in the aviation industry in the nation.

India is preparing a rescue package worth as much as \$1.6 billion for the **aviation industry**, which was damaged after the spread of coronavirus forced countries to close borders and bring air travel to a near-halt. The Ministry of Finance is proposing a plan that involves a temporary suspension of certain taxes imposed on the industry, including a deferment of the tax on aviation fuel, until the spread of coronavirus is controlled so that the aviation industry can return to its feet. The companies will be allowed to pay the interest-free taxes in the next tax cycle.

The rescue plan, proposed by India's **Ministry of Civil Aviation**, is expected to cost up to 100-120 billion rupees (\$1.3-\$1.6 billion). Governments around the world are struggling to save airlines that have been forced to park airplanes and slash jobs as the virus is putting the brakes on traveling. The **International Air Transport Association** (IATA) reports airlines may need a bailout of more than \$200 billion.

**Academy of Carver Aviation**, established in 1995, is one of the most esteemed flying schools in India. Thousands of students have built their careers as **Pilots** while training with Carver. It is also **Directorate General of Civil Aviation (DGCA)** approved. The Academy also provides training in the field of **Aircraft Maintenance Engineering (AME)**. In the world full of MBAs & Doctors, AME is lesser known yet unique field into aviation industry. As per the recent statistics, the need for AME professionals is at peak because the industry witnessed a sudden increase in the travelers via domestic flights. According to pay scale, an AME holds the average salary of INR 7-8 Lakhs per year.

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

**Summer Internship Certificate**

This is to certify that Mr. Meet Shah from Institute of Management, Nirma University has successfully completed his summer internship at Academy of Carver Aviation Pvt. Ltd. from 10<sup>th</sup> April, 2020 to 15<sup>th</sup> June, 2020. The project was undertaken by him in Sales & Marketing titled "Market Research, Analysis and Business Development by using Integrated Marketing Strategies" under the guidance of Mr. Dhruva Bhatia, Marketing In Charge.

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

He has worked sincerely on his assignments and his performance was **Par Excellent**.

We wish him good luck for his future.

  
**PRAMESH PARIKH**  
GENERAL MANAGER



Academy of Carver Aviation Private Limited  
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## **UNDERTAKING**

### **To Whom It May Concern:**

I hereby declare that this assignment is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, **IMNU**.

**Name** : Shah Meet Alkesh

**Roll No.** : 191331

**Section** : C

**Batch** : MBA – FT (2019-2021)

**Date** : 5<sup>th</sup> July, 2020