



MBA – FT (2019-2021)

SUMMER INTERNSHIP PROJECT

Final Report – Phase II



Project Title:

K-12 Schools 365 Portal: How to build Revenue Streams – Direct & Indirect?

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Submitted To	Dr. Nirmal Soni

DECLARATION

I Shlok Pimpalkar accept that the project titled “K-12 Schools 365 Portal: How to build Revenue Streams – Direct & Indirect?” is done by me under the guidance of Mr. Bhavya Jain and I take the full responsibility of the work. Moreover, work that has been used from other sources have been mentioned in the end of the report.

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Thanking You.

EXECUTIVE SUMMARY

I started the project to develop direct and indirect revenue sources for the School365 portal for K-12 segment. Here, the mentor first informed me about the project and its location, so I created an eight-week storyboard to implement the project. The first week initially focused on market research on current trends in the K-12 sector worldwide and on understanding gaps in the current education system about introducing new products and services and improving existing products and services. During the second week, the various sources of income were investigated and classified as independent or external sources. In the third week, the idea of working with an online education platform was developed so that education in the K-12 sector can be linked to games that create compelling experiences. The fourth week is to identify the pros and cons of the sales model and make changes to make it more robust and flexible. In the next five weeks, we will integrate online sports training and work with sports training centres to develop ideas to increase sales and access new products and services. The sixth week is to develop innovative proposals for the freight model, improve supply chain infrastructure, improve shipping speeds and reduce the cost of this entire process. In the seventh week, customer reviews are published on various social media platforms, which changes our long-term strategy. In the eighth week, the entire process of products and services will be reviewed to enable them to start and improve their products and services as conditions and customer needs change.

As a result, Sports365's business provides us with a great opportunity to continue building new income-generating ideas that will help us to develop the research and innovation skills needed in the changing times of the business environment.

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PART – B

PROJECT WORK

INTRODUCTION

Area of Work (Project Profile): -

Research work along with the study of building a revenue streams: Direct and Indirect, for the School365 portal of Sports365. School365 is dedicated to the schools having classes from Kindergarten to 12th, also known as K-12 Schools. (**Refer to the Appendix 1.**)

About Project: -

Project was inclined towards the research on different kinds of revenue streams that can be used to generate income from School365 portal.

Questions to be asked:

1. What is the value that our customers are really willing to pay for the particular product or service?
2. How would they prefer to pay?
3. How much contribution does each revenue streams have on overall revenue in terms of percentage?

Moreover, if the customer is at the center of the business model, then the source of income is the arteries. You have to ask yourself what value each segment of customers wants to pay. By answering this question correctly, companies can create one or more sources of income for each segment of customers per revenue stream. You can set up different pricing mechanisms such as fixed price list, negotiation, auction, revenue, quantity, and revenue management. The business model can include transaction returns that result from a single customer payment (for example, sales) or recurring revenue (for example, subscriptions).

What is Direct and Indirect Revenue? If a customer pays you directly, this measures the performance of your direct channel (for example; Sales team, Agency). But when a customer pays to a 3rd party who subsequently pays you, this measures the performance of your indirect channel (for example; Reseller, Distributor).

Types of Revenue Streams:

(Refer to the Appendix 2.)

1. **Selling Assets** – The most common source of income comes from selling property rights to physical products. Amazon.com sells books, music, home appliances and more online. Fiat sells cars that buyers can drive, resell, or even destroy.
2. **Cost of Use** – This income source is created using specific services. The more services used, the more the customer pays. The telecommunications company can bill the customer the number of minutes he spent on the phone. The customer charges the number of rooms used. Parcel delivery service invoices customers to deliver parcels from one location to another.
3. **Subscription Fees** – This income source is created by selling continuous access to the service. The gym sells member subscriptions monthly or annually in exchange for access to the exercise facilities. World of Warcraft Online, a web based computer game, allows users to play the game online for a monthly fee. Nokia's Music Embedding service allows users to access their music library for a subscription fee.
4. **Lease / Borrow / Renting** – This source of income is created by temporarily granting someone the exclusive right to use a specific asset for a specified period of time for a fee. For lenders, this provides the benefit of recurring income. On the other hand, tenants or tenants benefit from the fact that they do not bear all the operating costs and bear the costs for a limited time only. Zipcar.com offers good illustrations. The company allows customers to rent an hourly car in cities throughout North America. Zipcar.com encourages many people to rent a car instead of buying it.
5. **License Fees** – This income source is created by giving customers permission to use royalty-protected intellectual property. The license allows rights holders to earn income from their property without having to manufacture a product or sell a service. Licenses are common in the media industry and content owners retain copyright when selling their user licenses to third parties. In the technology sector, patent holders give other companies the right to use patented technology in exchange for licensing fees.
6. **Brokerage Fees** – This source of income comes from agency services that are performed on behalf of two or more parties. For example, credit card providers use a percentage of the value of each sales transaction between a credit card retailer and a customer to generate revenue. Real estate brokers get a commission for every successful connection between the buyer and seller.

7. Advertisement – This source of income comes from the costs of advertising a specific product, service, or brand. Traditionally, the media industry and regulators have relied heavily on advertising revenue. In recent years, other sectors, including software and services, have started to focus more on advertising revenue.

OBJECTIVES OF THE STUDY

- To research on various types of Direct and Indirect revenue streams.
- To design various strategies to increase income source.
- To understand the factors that affect the purchase and the consumer behaviour.
- To identify the factors that affect the purchase of existing customers and also identify the potential and prospective customers.
- To understand major needs of the customers and design strategies to obtain maximum output.

MODE OF RESEARCH

1. Primary Research – Through personally contacting to various schools.
2. Secondary Research – Through online directories, websites and available resources.

RESEARCH WORK AND METHODOLOGY –

Products & Services required by K-12 Schools:

Research on the market & make a list of things required by the schools.

- a.) What kind of products do schools sell or make available to the students by themselves & what products students have to buy from 3rd party / outside vendors?
- b.) Also, what kind of products & services, school would like to provide to students in future (such as e-learning platform).

NEW TRENDS IN THE K-12 SEGMENT –

1. **Cloud Computing Services:** - Cloud computing as a technology has revolutionized the education sector in K-12 schools. This has provided a range of services for educational courses that benefit the new generation of school children. This allows information to be accessed, stored and accessed from anywhere, which makes the learning process more efficient.

2. AI Driven Assessment: - Artificial intelligence-based assessment provides constant feedback to teachers, students and parents about how the student learns, the support they need and the progress they are making towards their learning goals.

3. Mobile Devices: - Over time, mobile devices are becoming increasingly popular, and the development of different applications requires the use of mobile phones in the lower classes of society. Globally, mobile applications have entered the field of education and students are now equipped with mobile phones to make the learning process more interactive.

4. Learning Analysis: - These types of web tools are used to analyse and understand the learning model and behaviour of each student. Therefore, there is a high demand for K-12 chip for such tools as it helps to provide students with a customized learning experience. This makes these applications an important tool for educators.

5. Remote Exam Proctoring and Classrooms: - The remote exam proctoring system lets a student to appear for exams from any location. The system can track and monitor remote use using advanced video, image, audio streaming with the intelligence to do analyze if a student is cheating. Remote classrooms will enable students in far corners of the world to attend a class in a school or university in countries. Local players will collaborate with international universities to bring them at an economical price point to developing countries like India.

6. The 8 Current and Emerging Trends: -

- i.** Digital Responsibility
- ii.** Computational Thinking
- iii.** Collaborative Classrooms
- iv.** Innovating Pedagogy
- v.** Life Skills & Workforce Preparation
- vi.** Student-led Learning
- vii.** Connecting Guardians (Families) & Schools
- viii.** Emerging Technologies



- **FUTURE PRODUCTS THAT CAN BE LAUNCHED –**

- 1. Online Education:** - According to KPMG and Google study, it is predicted that online education in India is likely to be 2 Billion USD industry by 2021. With MOOCs and e-learning platforms offering reasonably priced certified courses developing in profusion, governments getting involved in recognizing e-learning programs and the rise in validity of digital certificates offered by these organizations, online learning will continue to see an increased adoption in 2019. There will be more focus on developing micro learning, blitz testing, social media mentoring and content curation. Sports365 portal can be equipped with products such as different types of database software. With these products, students and educational institutions can record, access and update information about daily activities.
- 2. Wellness Programs:** - Schools will invest more in developing and evolving wellness programs within premises to tackle issues like absenteeism, stress and anxiety related disorders and learning disabilities. There is more awareness of physical, emotional and spiritual health impacting learning outcomes and this had led to increased focus on conducting mindfulness and meditation programs for students and educators. There will be increased collaboration between schools and wellness experts to conduct life skills training and keeping the children calm and focused. Analytics-related products can also be launched on sports365 portal. This helps educational institutions understand the educational and mathematical needs of each student and provide personalized services.
- 3. Continuous Learning Programs for Teachers:** - In India, schools are investing up to 20% of their budget on teacher and administrator training. Proving continuing education is a great strategy for Teacher retention and career advancement. The infusion of AI and technology will require the teachers to be equipped with latest knowledge, tools and guidelines on ‘how to deal with the changes’ and educate effectively. Sports365 portal can also work with a variety of mobile devices to effectively improve educational institutions through smart learning applications and sport monitoring.

- **THE LATEST PRODUCTS THAT CAN BE IMPROVED –**

1. Sports365 can invest in building another adventure sports sector, specifically targeting K-12 schools where students participate in different missions. This portal sells sporting accessories related to parachuting and horse riding.
2. Sports365 and its sports accessories can also work with the new portal to provide news and sports facts that may interest students in the sports sector.
3. You can also integrate the portal into the automated chat software so that school customers in K-12 can always interact with your company in a variety of products and services. This guarantees effective school operation and a better customer experience.

Products & Services that can be made available:

Do a research in the market for those products & services & make them available on your portal.

- a.) Either bring those items directly in your control. (Example; Availability of school shoes & sports shoes).
- b.) Or how can we affiliate to some vendors for the same (Example; School Uniforms).

- **SERVICES AND PRODUCTS THAT CAN BE CONTROLLED BY THE COMPANY –**

1. **Sports Adventure Accessories:** The company can work with retailers selling sports adventure gear to open additional segments of sports accessories for the K-12 segment. This can be achieved by obtaining more of those shares and fully controlling the service chain of these products. This helps to add value to these products and provide a better customer experience.
2. **Information Dissemination System:** It is necessary to develop a series of news distribution services within the online portal particularly suitable for students from kindergarten through grade 12. This helps them to better control this system and helps the company understand future planning delays and opportunities. In the long run, this helps convey individual messages to students that address their interests.
3. **Online Webinar System:** You can integrate your web portal into the online webinar system. The system employs technical experts in this field to build new infrastructure. This will help Kindergarten assess 12 students, look at various key parts of the outside world and India and

broaden their general knowledge of future selection tests. Therefore, this online visit system will increase the interest and motivation of students using this portal.

4. The Dedicated Automated Chat System: This technology must be developed and controlled through the online portal itself. This not only helps answer questions from students and educational institutions from kindergarten to high school, but also helps the company understand the problem and make individual proposals accordingly. The company must implement the proper management of this chatbot system in order to change its long-term strategy in relation to customer expectations.

5. Industry Expert Articles: From now on, companies must work with industry experts, education and sports researchers and other common topics for students from kindergarten to grade 12 to educational institutions. This feature must be managed by the company itself in order to understand the degree of commitment to various topics. This will help the company change the subject depending on the skills needed around the world.

• **SERVICES AND PRODUCTS THAT CAN BE OUTSOURCED TO OUTSIDE VENDORS**

1. Cloud Computing Services: These services are available from external suppliers or IT service providers because they have the technology and expertise to develop such systems for the K-12 segment. This guarantees the highest quality of these services while contributing to the profitability of your business. It also increases the flexibility of the learning process and provides superior data security for users of these services.

2. Mobile Devices: School365 portals must work with mobile companies to ensure students receive reliable mobile devices and other Chrome books. This will improve the learning experience for students and allow companies to focus on the basic strategy of creating a separate portal for students from kindergarten to grade 12.

3. Learning Analysis: These tools need to be integrated into the portal by companies in the learning and education sector who offer tailor-made solutions for future students. This requires a long-term agreement with an educational technology company to improve learning through visuals and generate interest in sports through online games.

4. Online Database Services: Database and storage services must work with IT companies to provide a more robust, reliable and accountable database system. Not only does this help

companies respond to changing customer needs, but it also helps ensure customers store information for optimum security.

5. Collaboration with School Uniform Vendors: We can work closely with schools and can guide them through garment options and fabric alternatives, we will provide the following services on our School365 portal. After the school completes the order, our vendor will provide them with the product and services they have demanded within a particular time frame with the quantity they have requested for. Our Four core values would be – Service, Quality, Seamless Delivery and Knowledge.

3rd Party Tie-ups:

For e-learning platforms, make a tie-up with third party company like Byju's or Unacademy for the same (As e-learning is the future of education because of growing technology) & advertise them on your portal & make sales promotion by giving 1 or 2 classes free. (**Refer to the Appendix 3.**)

• SCHEMES TO TIE UP WITH ONLINE EDUCATION COMPANIES –

- 1. Cooperation with Foreign Companies:** - The Sports Portal 365 can work with online education companies abroad like Coursera and Edx, so that resources can be used abroad and students of educational institutions may be interested. You can spark from kindergarten to twelfth grade. This will help increase the range and frequency of sports products and other services between these organizations.
- 2. Provide Educational Games Online:** - Sports 365 can create this portal for kindergarten through the twelfth grade. It includes products and services that interest students in the portal and generate a lot of participation. Positive feedback. This helps to enhance EdTech and the portal itself.
- 3. Online Challenges and Live Projects:** - Sports365 can collaborate with foreign educational institutions to initiate exciting real-time projects that help preschool children in grade 12 develop creative and innovative ideas. This will help them to develop future age-based skills that will help them to participate more on the site and guide their ideas in the desired direction.
- 4. Sports Counselling Program:** - The K-12 portal allows you to create specific programs related to the correct orientation and orientation of students in the sports field. This allows us to provide individual efforts to our students. There are different offers according to their interests and

interests. This helps divide the K-12 chip, which results in a better user experience and sustainable collaboration with online sports training agencies.

5. Online Skills Game Program: - Sports365 must work with online games and education companies to find innovative software solutions that help students improve their skills. This will help them prepare for future exams and continue their careers in various fields. Therefore, this program will help to strengthen agencies working with 365 sports and increase sales of this product to K-12 stature segment.

• **TECHNIQUES TO COLLABORATE WITH ONLINE EDUCATIONAL COMPANIES –**

1. Display Ads: - Here, your company can incorporate its display ads on different websites. This helps us understand the nature of customer engagement, and of course it can lead to more traffic to your website with personalized content.

2. Social Media Campaigns: - Sports365 allows you to create innovative campaigns on social media platforms like Instagram, Facebook and others. Promote products of online education companies so that people are interested in buying and participating. Share these products. This will increase the sales of these products and increase the popularity of the portal.

3. Marketing Impact: - Sports365 can search for and influence influencers in the areas of education and sports through mutual cooperation and free samples. This will help convey your business message through influencers with a large fan base. This allows you to expand the product's reach to the customer you want in an attractive way.

4. Email Advertising: - Sports365 can use web analytics to investigate customer interactions with the platform. This enables you to design a custom email and send it to the customers who need it. This increases the likelihood of conversion and supports the sale of products and services from companies online with whom you work. It also helps raise the company's awareness among a wider and more selective audience.

5. Video Campaigns: - The company also has celebrities who can create engaging videos on websites like YouTube to increase interaction with leads as well as creative campaigns. This can be checked using analytical tools, so that continuous changes can be implemented at these levels to ensure maximum subscriptions and versions. This ensures maximum reach for needed customers, increases sales of products and services, and increases sales.

Revenue Model according to Products & Services:

Work on your revenue model & revise it on the basis of products & services & also make accurate decision for commission. How we would charge for our products & services & what would be our commission percentage, if it is indirect.

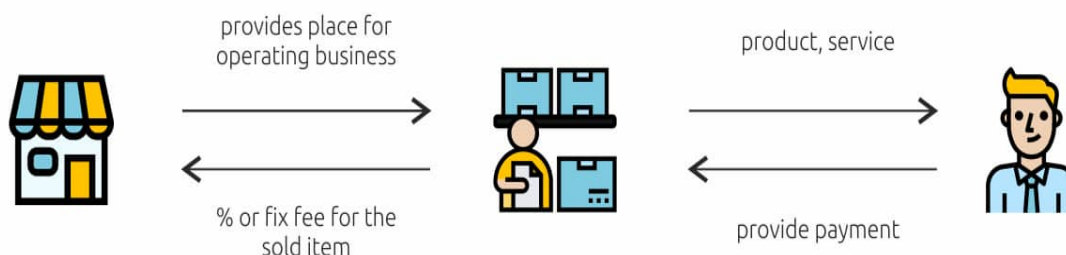
• DIFFERENT PRICING MODELS THAT CAN BE ADOPTED FOR OUR PRODUCTS AND SERVICES –

- 1. Cost Pricing:** - This pricing model can be used for sports accessories and kits that are priced according to the costs of manufacturing these products. Profit margins vary by product subcategory. The factors that contribute to these various distinct values are the average levels of prices in the industry and the general needs of consumers.
- 2. Value-Based Pricing:** - The online training courses offered by the Kindergarten Portal should be divided into secondary school facilities according to the requirements of different consumer groups. The consumer rating should be based on a variety of factors, including demographic, behavioural, and technical factors. This helps determine different price levels for different services depending on the target consumer.
- 3. Hourly Pricing:** - Online consulting services for sports and education allow you to use hourly pricing methods. Here, services can be accessed for different classes of students according to their interests, so these facilities are distributed according to the customer's activity and participation. This factor sets the hourly price for each category and increases the company's sales.
- 4. Fixed Rate:** - Incorporating real-time challenges and live projects for education and sports into the fixed price model. This goal can be achieved by understanding the costs associated with developing this program, so that it can be used in facilities from kindergarten to grade 12. Additionally, the cost of the components can change over time, so companies must adopt a dynamic approach at a fixed price.
- 5. Performance-Based Pricing:** - Cell phones and other devices that work with education technology companies to allow companies to sell under a performance-based pricing model. This ensures an understanding of customer satisfaction and vulnerabilities to improve your product or service.

- **VARIOUS COMMISSION MODELS THAT CAN BE IMPLEMENTED –**

1. **Suitable Commissions:** - The direct fee form can be applied to products such as sports equipment and accessories sold by sellers. This will increase the profitability of your supply chain, facilitate access to new distributors, and increase satisfaction. In the long run, this helps to expand the product network not only locally, but globally.

THE COMMISSION MODEL



2. **Basic Content of the Fee Form:** - This form can be used by vendors who promote online training courses through digital channels, as well as various additional support services. This helps increase seller responsibility, thereby enhancing an enthusiastic and collaborative approach to business goals. Additionally, sales staff will use their time and skill to achieve the best results.
3. **Income Committee Template:** - This form is a new area and will be adopted by Sports and Education Consultants online in Part K-12. The company's goal is to enter and grow in this large emerging market. This will ensure that the right people are drawn to the sales area and agents, allowing the company to successfully expand into this new field and ensure the best-performing sales staff get the best salaries.
4. **Macro Marketing Committee Model:** - This form can be used by merchants who deal with real-time assignments and live projects for schools and students from kindergarten to high school. This ensures that they are negotiating the maximum rate of return that the business will benefit from. In addition, increasing awareness of the higher value among customers will definitely increase the fee-to-earnings ratio from price increases. These programs also help motivate traders.
5. **Commission Fee Form:** - This form can be implemented for sales representatives who promote software for database and intelligence services. This will help participants in these jobs improve their skills, increase their productivity and thus give them enough time to receive their benefits. The system must be simplified to function properly.

Collaboration with Sports Academies:

As being a company related to sports, we can now work on different things like making an affiliation with other sports academies around the city for the school students who are our customers. So, every interested student can be exposed to sports they like & make our products available in the academy to be purchased. It will increase our reach.

• STRATEGIES TO COLLABORATE WITH SPORTS TRAINING ACADEMIES –

- 1. Innovative Products:** - You need to develop innovative products by incorporating different types of ideas and understanding the latest business. This will ensure better products and increase the interest of different sports companies. What's more, these products are comfortable, making them a great seller not only for professional players but also for students from kindergarten to high school.
- 2. Talent Selection Program:** - The company can work with various sports training institutions to select students from kindergarten to high school. This ensures that the right people will find the right place in the sports sector and drive the growth of the sports industry. In addition, he finally won various sports centres to work with the company.
- 3. Technical Installation:** - Companies can work with various high-tech companies to change their products according to the latest trends. It can include various types of advanced materials that provide flexibility and comfort to players in various sports. It also contributes to increasing the market value of products and their successful integration into the sports academy.
- 4. Trademark Protection:** - The company can only develop product brands for the K-12 segment. This must be done quickly and at low cost so that the company can obtain an exclusive certificate in this field. It also helps to expand activities nationally and globally. In the long run, this will increase the interest of various sports academies, from kindergarten to high school.

• STRATEGIES TO COLLABORATE WITH ONLINE SPORTS COACHING CENTRES –

- 1. Online Scholarship Program:** - The comprehensive scholarship program allows the company to integrate into the Sports Training Centre online. This ensures that the largest number of students, from kindergarten to high school, join the platform and contribute to the level of platform participation. This ensures that the optimum number of students chooses these courses and increases the interest of sports training institutions online.

- 2. Driving Fitness Program:** - Use a dedicated kindergarten gateway to evaluate 12 students and launch exclusive physical training campaigns such as bike races and other extensive exercise programs. For students from kindergarten through twelfth grade. This not only increases students awareness and interest, but also ensures the opportunity to collaborate with sports training organizations online through a large and carefully selected group of students interested in sports activities.
- 3. Sports Excellence Financing:** - The company can start financing a specific, small, and internationally recognized university to develop excellence in related sports infrastructure and facilities. This allows online sports training centres to work with the company to reach these universities and thereby increase their income.
- 4. Technology-Based Rural Campaigns:** - The company can develop mobile apps exclusively for rural students in the K-12 sector. This will help reach the untapped rural sport market and promote sport and fitness in this informal sector. This allows the online sports training organization to work with the company to develop rural youth markets and create an environment that supports rural kindergartens for high school students.
- 5. Partnership with the Indian Sports Association:** - With the growth of the Indian Sports League, the company can develop various types of partnerships. This will enable most people in the youth sector from the sector from kindergarten to high school to purchase products and services from the portal. In the long run, this ensures that online sports training agencies work with the company to foster the growth of Indian sports culture.

Logistics and Supply Chain:

Work on our logistic & supply chain & put our agents in & around city. Also recruit more people in supply chain if needed. (**Refer to the Appendix 4.**)

• DIFFERENT STAGES OF LOGISTICS THAT HAS TO BE IMPROVED –

- 1. Supply Logistics:** - This is part of the logistics that deal with the supply of raw materials from suppliers. By integrating with Just-In-Time Production (JIT), you can purchase the right amount of ingredients at the right time. This step helps reduce inventory costs, implement appropriate risk management policies, and keep the process running smoothly.

- 2. Production Logistics:** - This is the logistics department that deals with packaging and managing raw materials associated with the production process. This can be improved by correctly classifying the various tasks and determining whether to outsource to other reliable authorities. This reduces manufacturing costs and ensures reliable product delivery at a later stage.
- 3. Sales Logistics:** - This is part of the logistics related to the delivery of finished products from warehouses and distribution points to wholesalers and retailers. This can be addressed by providing large data programs that can estimate future needs and suggest a possible solution to provide the right amount of goods to wholesalers and retailers.
- 4. Supply Catering:** - This section of the logistics department deals with the recycling and recovery of dismantled parts. For example: Use for packing, containers and other purposes. This can be improved by launching different customer return and repair policy strategies. This can improve your competitive advantage, create better cooperation with retailers, and provide clearing benefits.

• **INNOVATIONS THAT CAN ENHANCE THE LOGISTICS SECTOR –**

- 1. IoT, Big Data, Artificial Intelligence:** - Build smart structures and infrastructures throughout the supply chain network to effectively use IoT technology in the logistics sector. This will reduce human intervention and improve the appropriate level of communication in every step of the chain. Therefore, the concept of artificial intelligence must be combined to make the system more efficient and powerful.
- 2. 3D printing:** - The concept of 3D printing, or the integration of additional manufacturing into the supply chain and logistics systems, can make a big difference by feeding the supply chain into the source rather than supply from other third parties. It also helps to balance low labour costs with transportation and storage costs.
- 3. Robotics and Automation:** - The supply chain and logistics systems are developing rapidly during the automation period. This is due to the shift from manual work to the e-commerce logistical model. As a result, robots and other automation in warehouse management are becoming increasingly important. This quickly improves logistical efficiency and enables employees to develop new skills to deal with this tremendous change.
- 4. Blockchain:** - The blockchain concept was born in the era of new technology and needs to be used in the field of logistics. This allows multiple transactions to record different data and store it in a

distributed computer network. In the long run, blockchain technology will reduce costs through paperless transactions, create an environment of accountability and compliance, and improve the overall system efficiency.

5. Digital Logistics Market Locations: - The advent of the digital age has created an online market where transaction processes for all supply chain management systems have been greatly improved in efficiency. This digital market concept can be used in the ground transportation of goods, warehouses and other components of logistics systems for transparency and high cost savings. Supply and demand mismatch is reduced and technology allows better use of assets for its intended purpose.

Customer Base & Feedback:

Work on how to increase our customer base through Digital Marketing & Traditional media marketing & word of mouth. And take regular feedback from existing customers to improve our services and product quality.

• METHODS TO INCREASE CUSTOMER BASE FOR K-12 SEGMENT –

- 1. Free Newsletter:** - Create and publish a creative newsletter at various sites such as K-12 agencies, game stores, libraries and more. This not only attracts the customer's interest in the new portal and related features, but also increases the customer's interest in finding and purchasing new products and services through this portal. In addition, you can send these newsletters offline and online to increase your reach and frequency.
- 2. Online Survey Form:** - Here you can create an online survey form for each customer entering your portal to make different types of orders, from purchasing products and services to other visits. website. This certainly helps the company understand how satisfied features are that differ from the customer's experience. As a result, features can adapt to changing customer needs and industry trends.
- 3. Customer Service:** - The portal can be combined with excellent customer service. This allows customers to obtain better customer service, regardless of the number of orders that they have purchased. In the long run, this improves verbal speech from one customer to another, which increases your customer base. The CRM software can also be used to track old customers, and help them target and communicate with their regular customers.

4. Site Content: - The site that corresponds to the portal must be dynamic with the latest updates. These facts and information, which may be related to the latest business news and industry trends, attract people's attention to the latest topics and inspire your interest in the portal. In addition, the latest content makes it easy for search engines to visit the portal and provide information to your customers.

• **METHODS TO RECEIVE FEEDBACK FROM CUSTOMERS** –

- 1. Live Chat:** - The K-12 chip portal can be integrated into the live chat system. This helps the customer to speak very effectively. This allows for faster communication between the support team and customers with minimal complexity. With this feature, you can understand common customer issues and take immediate action to improve the customer experience.
- 2. Social Channels:** - Your comments about our products and services can be understood through social channels. Channels like Twitter, LinkedIn, Facebook, and online discussion forums like Reddit and Quora can help you find ongoing discussions about your business, products, and services with potential and existing customers. Online conversations with clients help solve problems on these platforms and ensure lasting relationships with clients.
- 3. Recovery and Investigation:** - Companies can initiate investigations and investigations using Survey Anyplace to create interesting and attractive content. This increases the customer's interest in starting the form filling process based on the customer's interest and behaviour. These surveys can be emailed to expand your reach. In this way, companies can obtain the correct information about their customers' needs and adjust the development of their products and services accordingly.
- 4. Monitoring Other Websites:** - Companies can start monitoring websites like “Capterra” and “GetApp” to better explain people's opinions, opinions and demands. This helps companies understand the gaps and strengths of the K-12 portal's potential. Therefore, a variety of programs and other tools that interact with these sites can help you understand the changing needs of your customers.

5. Understanding the Activity on the Site: - After the activity on the site, you can use a variety of programs to help you get a lot of data about your comments. This will help you understand the level and nature of your customer's activity on a particular website and the most common topics in the FAQ section. This helps the company change its capabilities and grow its customer base in the long run.

Review & Launching:

Review the whole process of revenue stream & make revision accordingly. Also work on some additional sources & products if needed in the market according to the growing technology. And launch our product and services as soon as possible.

• KEY INDICATORS TO REVIEW THE DIFFERENT REVENUE STREAMS –

- 1. Sales Growth:** - Sales growth is one of the main indicators for understanding the development of different income sources. This is due to the division of the sales difference for two consecutive years by the sales of the previous year. The results presented will allow you to track the growth rate of purchased goods and services and help define corrective actions to ensure growth at optimum levels.
- 2. Sources of Revenue:** - This feature allows you to properly understand and classify different revenue sources according to revenue by service and service. This helps the company identify sectors that can attract more audiences and increase sales. As a result, business models can be continuously reformed and require supervision at all levels of the organization.
- 3. Concentration of Revenue:** - This key indicator helps to understand how much revenue is concentrated in the hands of fewer or different clients. In other words, companies need to adjust their client portfolios so that their sales reach more customers in the future. Monitoring this performance indicator can help you develop better plans to reduce the risk of lower income levels.
- 4. Profitability Over Time:** - This indicator identifies trends in the profit graph over time and helps companies track profit-based issues. The organization can then take the following actions: for example, identifying better customers, reducing unnecessary costs, raising prices for products and services, and achieving better margins. All of these measures can greatly improve the performance of the company.

- **METHODS OF LAUNCHING OF PRODUCTS AND SERVICES –**

- 1. Organizing Pre-launch Events:** - You can organize pre-launch events here before the portal products and services actually start. This can be done with different types of activities, starting with competitions, videos and creative ideas. This helps businesses excite and lead potential customers, allowing others to review. The company will benefit from selling its products in the short term.
- 2. Increase Organic Visibility:** - Companies need to develop better SEO technologies to improve communication between potential and existing clients. Choosing the right content for your website, keywords, meta-words, and the right meta-titles can help search engines bring your portal to the right people looking for these products and services. In this way, better coordination is achieved with the introduction of new products and services.
- 3. Create Shareable Content:** - The company can share a variety of content related to commercial and industrial trends and launch new products and services. This can be done in different formats. For example, from blogs on corporate websites to videos on social media platforms like YouTube, Facebook, and Instagram, these can help make your content more sensitive to the maximum number of people. In the long run, this will improve your site's ranking and increase the interest of wanted buyers.
- 4. Remarketing:** - Remarketing strategies are required not only to significantly impact customers, but also to enable high conversion rates between customers. This requires loyalty to existing customers via newsletters and other social media platforms. At the same time, you need to win new customers by accessing your contact details and establishing good relationships in the long run. These methods help your business grow in the long run.
- 5. Recommendation System:** - Here you can improve your customer base through oral speaking. This requires an incentive or referral system that can be applied by distributing gifts and other coupons to clients in exchange for suggestions to friends and relatives. This allows companies to increase the popularity of their portals and focus more attention on new products and services.

PART – C

LEARNING FROM THE SUMMER TRAINING PROJECT

The various lessons learned from this project are:

- I learned to plan a project and divide it into several parts. Thanks to the innovative approach, it helped me understand a specific problem and its various parameters.
- The project also helped us understand the latest trends in education and helped us develop innovations in the relationship between sport and the education sectors. It also helped connect future trends with the current design of products and services.
- An understanding of the various marketing channels and their classification as managed or outsourced was obtained through in-depth audit and problem context. It also gave us the opportunity to set up the appropriate sales channels for our products.
- Sports training and training scenarios via the Internet where the concept of working with companies and the ability to develop plans and strategies to integrate with companies have been developed.
- The concept of understanding different commission models, different sales structures, and applications in different situations helped to develop the skills needed to understand different pricing models for different industries.
- The program provides a deep understanding of the strategy and how to use it in cooperation with online sports training centres and sports training academies.
- Within the framework of each project, an understanding of the various areas of logistics and the corresponding developments through this project was understood. In addition, this work has allowed us to understand the latest innovations in supply chain management systems and the appropriate level of application for the K-12 segment.

- This project will allow us to explore and understand the different ways in which we can grow our customer base and how it can be used in every K-12 segment to manage long-term sustainable business. The customer feedback process was reviewed and the best alternatives were chosen to make the revenue stream more practical.
- Work last week provided an understanding of how to introduce new products and services into new and existing markets and use them in the context of new portals. He also helped analyze revenue flows and understand performance indicators that could help drive business transformation. This contributes greatly to the development of innovative portals for each company.

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APPENDIX 1.

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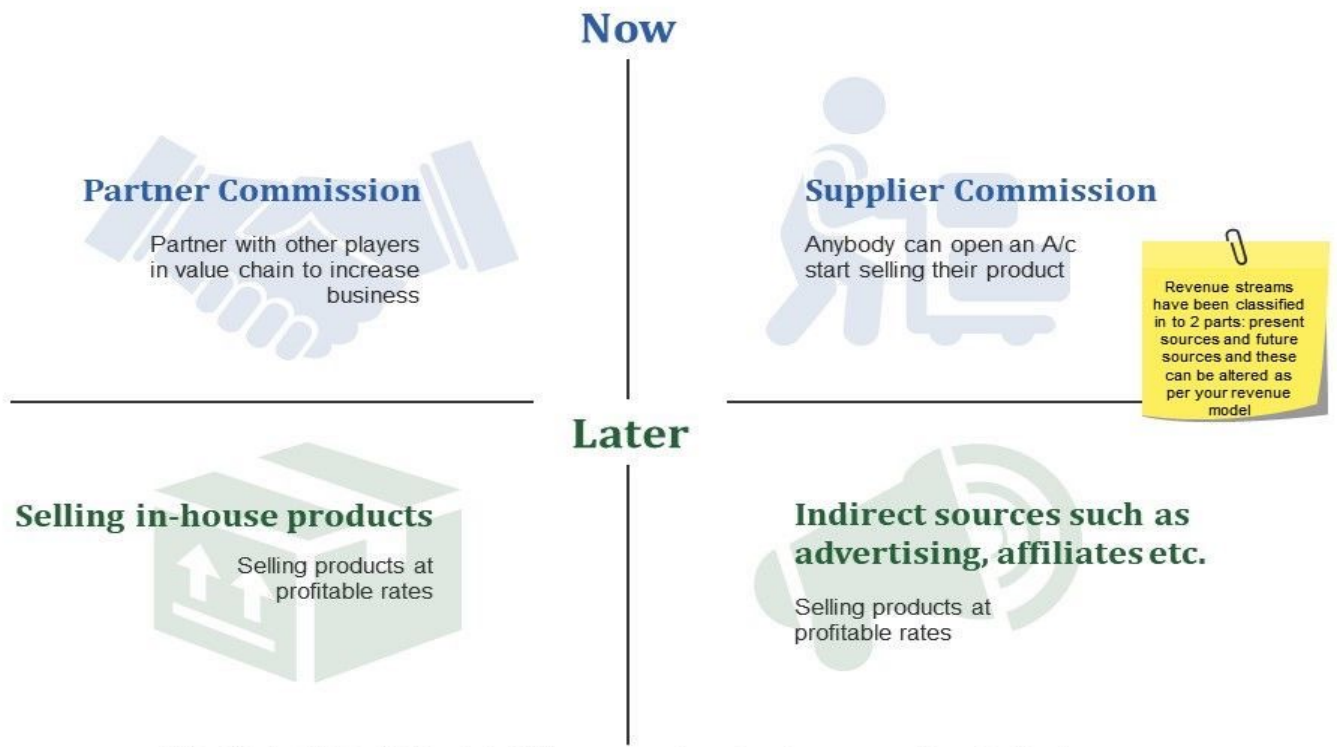
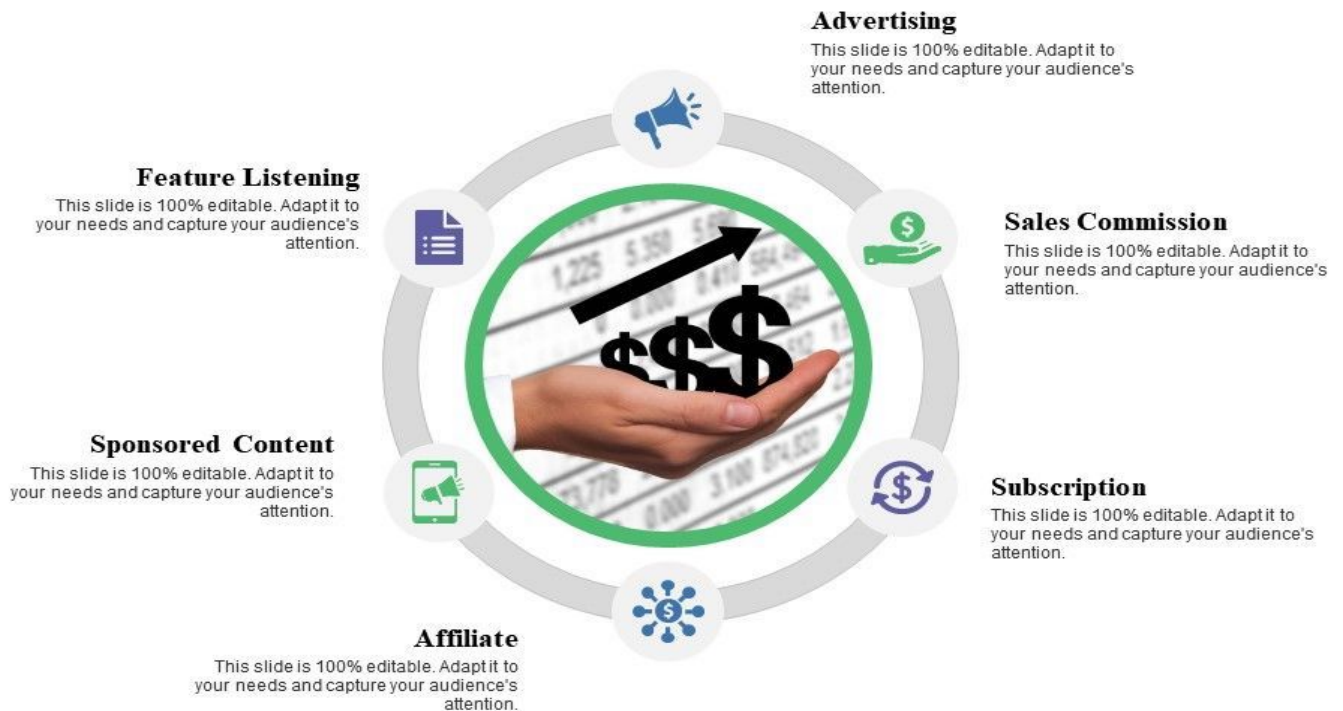


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APPENDIX 2.

Revenue Streams



APPENDIX 3.



Case-study

E-Learning

World's top 50 Learning Content Management System

Client: 20+ Year old Global Technology provider for managing enterprise workforce training needs. With over 300 enterprise customers they wanted to revamp the current solution.

Challenge

Develop & enhance a Learning Content Management System (LCMS) to suit the current industry and technology requirements.

Key Benefits

- Considerable savings on product development costs
- Access on Multiple Platforms with offline capability
- Successful integration of On-site and Offshore teams

Mobility: iOS, Android & Windows

Technology: C#, ASP.Net Framework 4.6, SQL Server.

API: JSON

Tools: JavaScript, HTML 5, CSS, GanttHtmlx

Client Need



Collaboration between Authors



Dynamic Reporting



Workflow Management

Key Integrations



Unified Text Editor



MS-Office Integration



Project Management Dashboard

→ Solution

- Integration with MS Office (Offline/Online)
- Gant Chart for Project Management
- Easy communication despite geographical and language barriers
- Periodic review & PMO Processes



Impact

- Faster Onboarding of clients
- Flexibility of the platform enabled broadening of services
- Increase in revenue and scalability

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APPENDIX 4.

