



**NIRMA**  
UNIVERSITY

**INSTITUTE OF MANAGEMENT**

**NAAC ACCREDITED 'A' GRADE**

**Institute of Management, Nirma University**

**Batch: MBA-FT (2019-2021)**

## **FINAL SIP REPORT**

**ON**



**Submitted to:**

Prof. Tripurasundari Joshi

**Submitted by:**

Yash Khandelwal  
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**Date of Submission- 05/07/2020**

## TITLE DETAILS

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<b>Project Title</b>	<ol style="list-style-type: none"> <li>1. Design SOP for Tracking and Reporting mechanism to increase productivity</li> <li>2. Business Development through sales</li> </ol>
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<b>Mentor Details</b>	Ms. Upasana Bhat
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<b>Presented to:</b>	Institute of Management, Nirma University
<b>Submitted to:</b>	Prof. Tripurasundari Joshi

## **DECLARATION**

I undersigned hereby declares that, the Summer Internship Report is executed as per the course requirement of two-year full-time MBA program of Institute of Management, Nirma University under the guidance of Ms. Upasana Bhatt. This report has not submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

Place: Ahmedabad

Date: 05-07-2020

Signed by:

Yash Khandelwal

MBA (FT)-2019-2021

## **ACKNOWLEDGEMENT**

I would like to express my gratitude towards Mrs. Tripurasundari Joshi for her co-operation and encouragement which helped me in the completion of this project. I have gained lateral and in-depth knowledge on the assigned topics due to this Summer Internship.

I am also grateful to Ms. Upasana Bhatt, Organization Mentor, for her guidance and constant supervision as well as for providing necessary information regarding the project.

Thank You

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## **EXECUTIVE SUMMARY**

This report provides a summary of the Summer Internship Project completed during two months in Sports365. The work was divided into three projects. The first project involved researching the tracking and reporting tools that can be used to streamline the process and hence increase the productivity of the team. Around 8 tools were explored and analyzed on various parameters such as cost, automation, customer support, and then a prototype model was build using Trello, Pipedrive, and Podio. After further analyzing these three tools, Pipedrive was recommended to the organization as it synced with the need of the organization.

The second project was business development. It involved connecting various school uniforms vendors to the company. The process involved calling the vendors and explaining them about the platform that the company provides. Vendors, if interested, were reported to the company and then the sales team of the organization takes over.

The third and final part of the internship was to find out ways in which the efficiency of the employees working from home could be mapped and increased. After researching, the best practices that followed in the industry were suggested.

During the course of SIP, I learned about the lead generation process, different CRM tools that industry uses to streamline their process and how to pitch about the product to potential clients. The SIP helped me to hone my interpersonal and problem-solving skills. Overall, the experience was challenging as well as full of opportunities.

## **PART A: COMPANY PROFILE**

### **1) COMPANY DETAILS**

**Name:** - Sports365

**Age:** - 8 years 7 months

**Business Organization:** - Sports365 is India's first expertly run incorporated Sports and Fitness products organization. Sports365 is an amalgamation of an accomplished proficient group, India's most popular brandishing symbols, and industry specialists to drive sports and fitness culture in India. Found in 2012, Sports365 works in the hybrid model which involves both B2B and B2C distribution channel. Sports365 additionally gives one-stop answers for the foundations like Premier sporting groups, Clubs and Academies, Schools and Colleges, Corporates and many more.

#### **Founders:**

1. **Chandra Sekhar Reddy (CEO):** Chandra Sekhar Reddy, CEO of Sports365, drives the group at Sports365. Sekhar, an alum from IIM Lucknow, has worked with renowned organizations like P&G and Mckinsey and Co before starting Sports365.
2. **Aashutosh Chaudhari (Co-founder and Vice President):** -Aashutosh leads the marketing team at Sports365. He has graduated from IIM Lucknow and worked with KPMG and P&G, before starting his journey at Sports365.

#### **Brand Ambassadors:**

1. **Mahesh Bhupathi (Director and Brand Ambassador):** -
2. **Yuvraj Singh (Brand Ambassador)**
3. **Lara Dutta**

**Market:** Sports365 caters to the fitness goods market in India. Sports365 caters to various needs of academies, clubs, educational institutions, corporates and many other such organizations regarding sports goods, development of sports merchandise, distribution processes, facilitation of events as well as a providing consulting services. They have now partnered with many schools across India to provide the uniform and shoes.

**Business Scope:** Sports365 generates its income through two channels, B2C online business channel and the B2B institutional deals administrations and different associations. These two channels aggregately are helping in creating revenue. The company delivers sports and fitness

equipment's to the customers online as a part of B2C service. They have now started partnering with schools and provide uniform and shoes. They can expand their network of schools across India. At present, they have tie with schools in Hyderabad and Bangalore.

### **Product and Services:**

- **Range** - Company offers various different products ranging from sports equipment's to school uniform. They provide equipment's for racket sport, team sport, products related to fitness and many more.
- **Products** – They provide many different products such as tennis racket, badminton racket, squash racket, yoga mats, swim wear, cricket bats, football, volleyball and many more sports products.



**Figure1: Images of Products of Sports365**

They also provide fan-gear.



**Figure 2: Fan Gear Products**

They have partnered with Nike for providing school shoes in both black and white variants.





**Figure 3: Nike Shoes for School**

- **Brands Profiles:**

They own products of many different brands such as-

- **COSCO** - This organization is one of the main producers in the field of sports embellishments, fitness gear and different merchandise that helps the individuals to remain fit and drive the organization towards some better-tweaked arrangements
- **DSC** - DSC is very respected equipment suppliers in the field of cricket since 1970 and its vision is to be the regarded as one of the best cricket- gear manufacturer
- **SG** - Sanspareils Greenlands, commonly known by the abbreviation SG, is a cricket equipment manufacturer. All the test matches that are played in India are played **with** SG balls. It has partnership with the BCCI regarding the same.
- **YONEX** - Yonex is a market chief in badminton, tennis and golf items which persistently innovates with the use of latest technology to stay at the top.
- **VECTORX** - This organization has been a significant worldwide player in the games merchandise industry particularly in the soccer section. It consistently keeps the spirits high both in the customer service and its employees.

- **Distribution Scheme:**

Sports365 distributes its products through two different channels –

1. **B2C** – They sell their products through their website [Sports365.in](https://Sports365.in) where the customer can buy single or multiple products.
2. **B2B**- They have tie-ups with many different schools to provide them with uniform and shoes. Shoes can be purchased online as well.

- **Pricing:** The organization offers discount on its different items with the goal that the client base can be expanded. Company follows the concept of dynamic pricing and fluctuates the price according to the supply and demand situation.
- **Positioning:** The company differentiates its products by giving the required expert guide and counselling services to the various institutions so that they can make informed choices while buying any product. Sports 365 incorporates hybrid business model where they sell the products through B2B and B2C channels.

### **CUSTOMERS:**

- **Customer Profiling** - Sports365 has various types of customers which are broadly classified as individual and institutional customers. The company provides customized solutions for numerous institutions like renowned sports teams, sports clubs and training institutions, schools and colleges, various corporate organizations among many others. They have also partnered with many schools to provide uniform and shoes.
- **Market Segmentation** - The market is extensively fragmented into sports and fitness divisions. The games section is additionally divided into subcategories. Among the sports classification there are groups, for example, Indian Premier League, Indian Super League and different other such groups that require broad direction. Likewise, in the fitness area, individuals are progressively turning out to be fitness cognizant and this is a high open door for Sports365.

### **COMPETITORS:**

Sports365 is an e-commerce company which sells sport equipment and fitness gear. It faces stiff competition from Flipkart, Amazon, Paytm and many more such gears. It faces competition from many small players such as –

- **Protégé Sports** - Established in 2014 with the vision to bring sports innovation to all, this startup supplies wearable innovation for group activities like football and hockey that helps track players' exhibition on the field. This empowers clubs and mentors to set a benchmark for the players and oversee preparing and preliminary meetings as needs be. It additionally gives SAAS (programming as a help) apparatuses, for example, programming licenses to utilize its institute or club the executive's devices, preparing modules, and correspondence modules. It additionally offers competition the board administrations, alongside tagging and marketing administrations.

- **Eschoolbuddy**- Established in 2014, an endeavour of Eschool Buddy Retail Pvt. Ltd, eSchoolbuddy is brought to you by individuals who have an enthusiasm to serve clients just as the general public. They are only a commercial centre, similar to a shopping centre on the web where the official school merchants are opening for business. We give them bleeding edge innovation and best-calculated help to execute consistent business. So the uniform you see on your school store are the ones that are conveyed to you. Moreover, while sizes are precisely shown, the size choice guide really controls the purchasers to take exact estimations and therefore select the fitting size to make an educated buy.\_
- **Khelmart** - Khelmart.com is established by Sumit Garg in the year 2013. Sumit, an Engineer by profession and before beginning Khelmart he worked for different renowned associations including TATA Technologies Limited. Sumit is a functioning sportsperson, played a great deal of cricket, badminton and volleyball tournaments, he likewise took an interest in State Level Volleyball Tournaments.

### **Financial Performance:**

Sports365 has shown a tremendous growth in its revenue ranging from Rs. 4.6 crores in 2012-13 to Rs. 100 crores in 2017-18. The total paid up capital of the company is 11.86 lakhs. In 2014-15 the company generated a revenue of Rs 14.5 crores and they have set a target of achieving Rs 120 crores over a period of next 3 years. The net worth of the company has increased by 26% from the previous year which is a sign of significant growth of the company. This company has no policy of dividend distribution.

## **PART B: PROJECT WORK**

During the course of my SIP, I have worked on 3 different projects-

1. Find and Design SOP for Tracking and Reporting tools to increase productivity.
2. Business Development through sales.
3. Ways to Increase efficiency of employees working from home.

### **1) Find and Design SOP for Tracking and Reporting tools to increase productivity**

**Objective:** Research about the best practices used in terms of tracking and reporting of sales teams and suggest the best tool that can be deployed.

Firstly, I researched about the different sales KPI's that are used by the big players in the industry to track the employee's productivity and how that can be mapped with the tracking and reporting tools.

Most important KPI's used are-

- New Leads/Opportunities
- Client Acquisition Rates
- Sales Volume by Location
- Competitor Pricing
- Existing Client Engagement
- Employee Satisfaction
- Upsell/Cross-Sell Rates
- Net Promoter Score (NPS)
- System Touches
- Sales Cycle Length
- Positive vs. Negative Reply Rates
- Meeting Acceptance Rates
- Customer Lifetime Value (CLV)

After that, KT was provided about how the lead generation is done in the organization by the organization mentor and the major task was how can we streamline the whole process so that the tracking about the progress of every single would become smooth.

A workflow was created and different tools were explored.

The tools were judged on criteria's like-

- Automation Power
- Cost
- Customer Support
- Accessibility
- Flexibility
- Deadline Reminders
- Advantages/Disadvantages

Following research and taking the trial versions of many different tools such as Kapture, Spotio, Bitrix24, Trello, Pipedrive, Zoho, Salesforce, Salesmate, Daytrack and Podio. Three tools were narrowed down and a demo workflow board was created for each of the three tools.

- **Exploration of Alternatives:**

**1) TRELLO** - Trello is a simple, free, adaptable, and visual approach to deal with your activities and arrange anything, trusted by a huge number of individuals from everywhere throughout the world. Trello lets your groups work all the more cooperatively so you can complete more. Keep everybody on the up and up, take advantage of each gathering, and increase your efficiency with highlights that make work fun, adaptable, and fulfilling. Each group, from new businesses to endeavors, use Trello to sort out, track, and arrange work processes.

Prominent features of the tool are-

- Free or zero pricing for the basic service
- Quick overview on front and back of cards
- Easy organization with tags, labels, and categories
- Drag and drop functionality
- In-line editing
- Real-time sync
- Checklists, with a progress meter
- Easy uploading of files and attachments
- Data filtering
- Archiving of card records (e.g., comments and changes)
- Unlimited member invites

- Deadline reminders
- Discussion through comments
- Email notifications
- Activity log
- Assign tasks
- Voting feature
- Upload attachments
- Information retrieval and back-up
- SSL encryption of data
- Texts and visuals fit any screen size
- Search function
- 10 Supported languages
- Mobile functionality to access boards on the go
- Developer API

**Figure 4: Demo Dashboard that was created using trello**

The screenshot displays a Trello dashboard with a dark background and a mountain landscape. At the top, the dashboard is titled "tracking" with a star icon. Below the title, there are tabs for "sports365" (marked "Free") and "Team Visible". User avatars for "YK" and "VS" are shown, along with an "Invite" button. The dashboard contains two boards, "School 1" and "School 2", each with a green circular icon. To the right of the boards is a button labeled "+ Add another list".

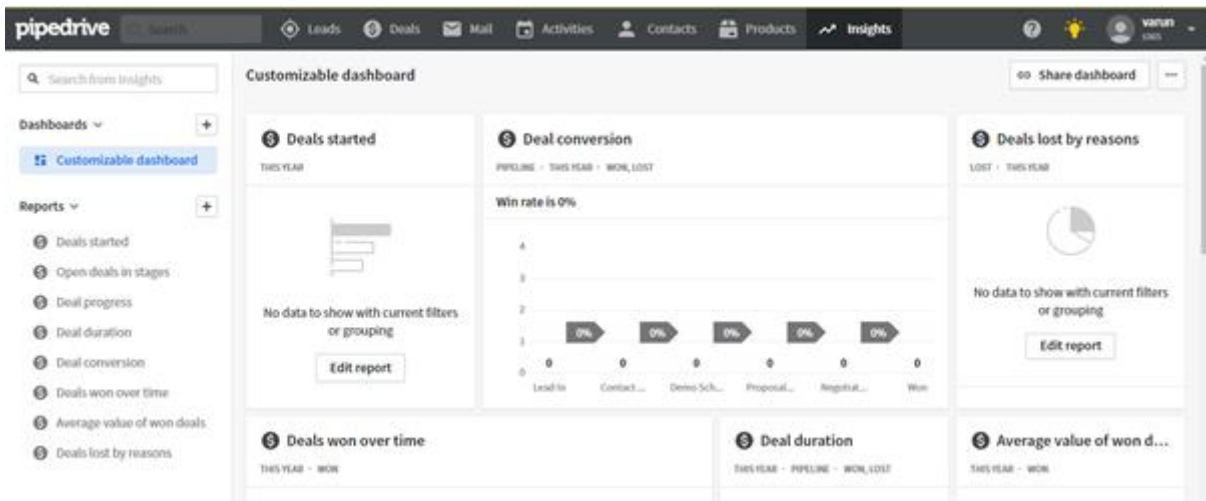
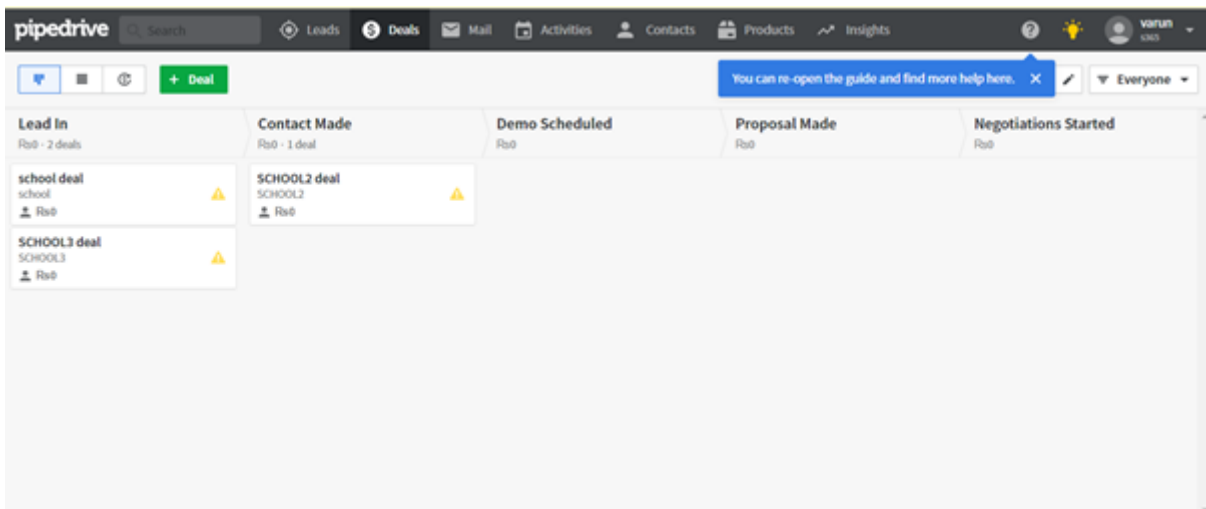
Each board has a list of cards. The "School 1" board has a card with the following fields: "Location", "Annual Fees" (with a sub-field "Fees: 2-3L"), "Single or Chain" (with a sub-field "SELECT: Single"), "Email", "Contact Person Number", "Contact Person Email", "Existing Vendors", "The products they purchase from vendors", and "Starting Date of Lead Generation". The "School 2" board has an identical card structure. At the bottom of each board, there is a button labeled "+ Add another card".

**2) PIPEDRIVE** - Pipedrive is the current head of our CRM programming classification and the victor of our Expert's Choice Award for 2019. Worked by sales reps and in-your-face web application engineers, Pipedrive sorts out your business leads such that will give you an incredible review of your deals, and permit you to concentrate on the arrangements that you need to organize. Setting up a record takes one moment, and other indispensable activities that used to be troublesome and tedious are likewise extremely clear and quick.

Prominent features of the tool are-

- Great Sales Pipeline View
- Email integration
- Goal Setting & Reporting
- Contact History
- Google Calendar & Contacts Integration
- Powerful API
- Mobile Apps
- Full Customization
- Roles & Organizational Hierarchy
- Multi-Language
- 24/7 Support
- Timeline view
- Sales reporting
- Reliable and safe
- Google Apps integration
- Email tracking
- Google Maps integration
- Powerful API
- Multi-language and multi-currency
- Simple data import & export

**Figure 6: PipeDrive dashboard**



**3) PODIO** - Podio is a joint effort programming that assists groups with conveying and compose things to encourage the culmination of assignments and tasks. It does this through a framework that puts substance, setting, and discussions in a single spot. So whether you're taking a shot at a venture or following up and bringing deals to a close lead, you get everything identified with the activity on one page, making for simpler coordinated effort and finish of the job needing to be done with less disarray and interruption and greater clearness and core interest.

Prominent features of the tool are-

- Automated Workflows
- Meeting Scheduling
- Data Visualization



- Social Collaboration
- Task Management
- Granular Access
- Calendar
- Unlimited Storage
- Personal Dashboards
- Connected CRM
- Project Management
- Integrated Chat
- Full Customization
- Web & Mobile Compatible

**4) ZOHO** - Zoho CRM is an honor winning online CRM intended to draw in, hold, and fulfill clients to develop your business. The center of Zoho CRM's usefulness is lead and contact the executives, yet in addition, deals pipeline the board and buy control. You would already be able to accept what these highlights can do when packaged together, particularly when set on a patched up and simple to-utilize interface that is so run of the mill about Zoho. The home screen presently incorporates 10 unique parts, with the primary module route board despite everything put on top for simpler looking. By the by, the client is constantly invited to alter the dashboard and make it look more business-explicit.

- Prominent features of the tool are-
- Lead Generation & Qualification
- Pipeline Analysis
- Sales Stage & Probability Analysis
- Competitive Analysis
- Real-Time Forecasting
- Quota Management
- Automate lead management process
- Fast track lead to deal process
- Capture leads from website
- Import leads from trade shows, seminars, direct mail, etc.
- Match sales-ready leads to the right sales people
- Convert prospects into opportunities, accounts, and contacts with a single click
- Sales processes as per own best practices (B2B & B2C)

- Sales Opportunity Management
- Monitor sales opportunities across sales cycle
- Import sales opportunities from third-party solutions and services
- 360-degree view
- Drag-and-drop customization wizard
- Big deal alert
- Sales pipeline and sales escalation process
- Free Edition
- Revenue based on data within Zoho CRM
- Create, assign and revise sales quotas
- Assess individual and team performance
- Forecast accuracy against commit amounts

**5) BITRIX24** - Bitrix24 is a joint effort programming with complete devices for the board, cooperation, and communication. Bitrix24 gives you a unified stage for your documents, ventures, messages, assignments, and contacts. You can quickly utilize the stage by basically enrolling for a record and afterward welcoming your associates. Through the Activity Stream, everybody in your group can monitor undertakings and successfully cooperate to advance on the venture. Its principle arrangements incorporate interpersonal organization, errands, and ventures, CRM, archive the executives, record sharing, schedule, and arranging, deals group the board, email, phone, and HR the board. It likewise has a portable arrangement that takes a shot at your cell phone or tablet whether it's Android, iPhone, or iPad.

Prominent features are –

- Activity Stream intranet center
- Bulk email
- Calendar sharing
- Company structure
- CRM
- CRM reports
- Daily planner
- Email notifications
- Extranet
- File sharing and versioning
- Instant messages
- Photo albums

- Project groups
- Sales funnel
- Simple access assignment
- Tasks
- Task reporting
- Time management
- User profiles
- Workflow

**6) KAPTURE** - Kapture CRM is a helpful stage that joins ease of use and versatile prepared enhancement into one bundle. This completely adaptable CRM programming permits clients to extend their endeavor exponentially via mechanizing all their fundamental procedures easily, including deals, advertising, client support, circulation, and collections. With Kapture, clients get a direct and basic portable first CRM, that can run from any Android gadget. The product fundamentally chops down the expenses as it lessens the requirement for each individual from the association to gain and work PCs and work areas. This component definitely quickens deals forms when taking requests. This helps reduces expenses as not every person in the business group requires a PC. It makes deals forms a lot snappier when taking and executing orders.

Prominent feature includes –

- Calendar Management
- Call Center Management
- Campaign Management
- Contact Management
- Customer Portal
- Email Marketing
- Lead Management
- Lead Scoring
- Lead Tracking
- Social Media Integration

**7) SPOTIO** – SPOTIO is a complete outside sales programming for field project leads and reps.

Conveyed through a natural portable application for salespeople in the field and an exceptional work area application for supervisors, SPOTIO incorporates deals group action to empower crazy profitability, increment income, and abbreviate deals cycles. SPOTIO was explicitly intended for outside deals groups and is demonstrated to build field deals efficiently by 46%.

Prominent features are –

- Collaboration
- Contact Management
- Content Management
- Document Management
- Goals / Quota Management
- Lead Management
- Performance Management
- Proposal Management
- Territory Management
- Training Management
- Contract Management
- Customer Database
- Email Marketing
- Field Sales Management
- Lead Management
- Opportunity Management
- Performance Metrics

**8) SALESMATE -** Salesmate CRM is an answer worked for little and medium organizations to smooth out the business work process and help win new clients. It has a large group of vigorous and amazing assets that decrease your business group's manual outstanding task at hand so they can concentrate more on connecting with and changing over leads and customers. One of these is its visual deals pipeline that furnishes you with bits of knowledge while being outwardly captivating. Salesmate CRM likewise offers brilliant messages which you can follow. In addition, you can change your best-performing business email into a layout so you can use it later on.

Prominent features are-

- Sales Pipeline
- Activity Monitoring
- Goal Tracking
- Built-in Tracking
- Product Management
- Deal Management
- Sales Workflow Automation
- Data Entry Automation
- Contact Management
- Team Inbox
- Sales Reports
- Sales Forecasting
- Google CRM
- Integrations

After exploring all the above listed tools, 3 tools were finalised for further evaluation.

- Trello
- Podio
- Pipedrive

• **Criteria for Evaluation:**

**Table 1: Comparative Study among different parameters**

Parameters for comparison	Trello	Pipedrive	Podio
<b>Customization</b>	Yes	Yes	Yes
<b>Automation</b>	Yes	Yes	No
<b>Dashboard</b>	Yes	Yes	Yes
<b>Sales Metrics</b>	Yes	Yes	Yes
<b>Desktop/Mobile App</b>	Both	Both	Both
<b>Trial Period</b>	No Limit	14 days	Free plan for 5 users
<b>Backup</b>	Can restore on request. All Data is stored to Amazon Web services	Can restore on request. All Data is stored to Amazon Web services	Cloud Plan
<b>Storage</b>	Unlimited	2-5 GB/User	Unlimited
<b>Data Import/Export</b>	Available	Available	-
<b>Comments</b>	This App is very easy to use and free version can also be used. Available for minimum of 20 users	This app is very easy to use, good for when working with CRM for the first time.	Software works well for all Functionalities and separate Workspace can be allocated for each - HR, Project Management, SCM, Business Development, Marketing, Meetings & Conferencing
<b>Pricing (Per User/month)</b>	<u>Enterprise Edition</u> -\$20.83 per user per month (upto 250 users) <u>Business Edition</u> -\$12.50 per user per month -\$9.99 per user annually <u>Free version also available.</u>	<u>Essential</u> - Monthly : \$15 - Yearly : \$12.5 <u>Advanced (Recommended)</u> - Monthly : \$29 - Yearly : \$24.9 <u>Professional</u> - Monthly : \$59 - Yearly : \$49.9 <u>Enterprise (Custom Support)</u> -\$99	<u>Free Plan</u> <u>Upto 5 Users</u> <u>Basic Plan</u> - Monthly : \$9 - Yearly : \$7.20 <u>Plus Plan</u> - Monthly : \$14 - Yearly : \$11.20 <u>Premium Plan</u> - Monthly : \$24 - Yearly : \$19.20

- **CONCLUSION:** After comparing all the tools, we as a team recommended PIPEDRIVE as the best fit tool keeping in mind organization needs and working.

Reasons for recommending PIPEDRIVE –

- Easy to use
- Automation Available
- Dashboard feature
- Cost effective
- Customer Support is good
- Reviews are favorable for lean organization.

## 2) **Business Development Through Sales**

Second major part of SIP was business development through sales. Due to the pandemic situation, the lead generation had to be done through cold calls.

Lead generation is activity or procedure of distinguishing and developing expected clients for a business' items or administrations. Five effective ways lead generation are-

- Acquire Leads
- Nurture Existing Leads
- Score Each Lead
- Pass Along Lead to Sales
- Evaluate Lead Generation Process

The work was divided into tapping 2 different types of vendors-

1) **Connect with vendors that provide school uniform** - The organization majorly deals with providing school uniforms to different schools across Bengaluru and Hyderabad as of now and the plan is to take this business pan India. The task was to connect with vendors providing school uniforms across Nagpur, Mumbai, and Pune and many other cities across North. I had to connect with different vendors and explain to them the benefits of taking their business online. If the vendor was interested in further communication, I connect them with the sales head of the organization and they would further communicate with them. If the vendor was not interested in a tie-up with the organization regarding school uniform, the next plan was to approach them for shoes as the company is exclusively partnered with Nike to provide school shoes across India.

- Vendors approached – 200
- Interested for further communication – 11

2) **Connect with Stationary and School Books Vendors across Bengaluru** – Second part involved connecting with stationary and school book vendors across Bengaluru. This expansion would make the company a one stop shopping for all the school accessories. If the vendor was interested in further communication, I connect them with the sales head of the organization and they would further communicate with them

- Vendors approached – 75
- Interested for further communication – 4



### **3) Ways to Increase efficiency of employees working from home.**

Company can adopt following practices to increase efficiency –

- Training and Regular reward
- Engage with Fun - Fun Fridays, Team Outing, Monthly Birthday Celebrations
- Community Building
  - Try to assign collaborative tasks weekly, encouraging team members to work together and stay connected
  - you can create virtual team activities like online multiplayer games, quizzes
  - Some organizations, have adopted a virtual coffee break to connect virtually to take breaks, socialize, have their water cooler conversations
- Robust Communication
  - Frequent corporate leadership communication weekly, or as available for attest/current organization's COVID-19 response, advice, policies and protocols
  - FAQ guides and links to authorities and external organizations such as the Centres for Disease Control and Prevention (CDC) and The WHO
- Meaningful Goal Setting
- Set clear deliverables and specific metrics that will enable you to track outcomes and measure results effectively
- Conduct virtual meetings from time to time to take updates and ensure that things are on track.
- Make use of instant messaging like Skype and Slack to always stay on the loop
- 6. Encourage Learning
- Companies have invested in e-learning platforms for employees to learn new skills and upskill their existing skills
- Employees need both Personal & Professional Development
- Provide Support tools to ease their Work and track their Work progress for Both Employees and Managers.
- Promote Healthy Work/Life Balance
- Appreciation from Seniors and Regular one-on-one meetings to make employees feel valuable.

## **SUGGESTION AND RECOMMENDATION**

- **Products Range** – With the increasing competition around the industry, the company has to differentiate itself from others. As the customer is becoming brand loyal, the company should look to increase the diversity among the products. For example, along with the equipment and gear, the company can also provide gym wear or sportswear like tracks and shorts making it the one-stop solution to their fitness-related needs. Also, they could offer fitness tracking devices.
- **Accessibility** – As the company runs its B2C business through an e-commerce mechanism, the company does not have a mobile application. This could be a big problem going forward as almost all the competitors are on this platform. It will also help them to engage more with customers.
- **Consider mobile usage.** When searching for a CRM solution, look for ones that come with mobile capabilities. Often, employees are hesitant to use these resources because they're constantly out of the office, meeting with customers, and don't have time to input data. With mobile features and applications, this isn't an issue. They can input data from an airplane, hotel, or car.
- **Ask for feedback.** After a few weeks, or months, of using a new CRM solution, don't be afraid to check in with your employees for feedback. Ask questions, and listen. What's been the biggest implementation challenge? How have you seen improvement in your numbers? Is there anything you don't understand? The answers to these questions can help you optimize for long term success.

## **PART C: LEARNINGS**

I have learned about how a lean organization like Sports365 functions, the importance of automation, lead generation process and research that needs to be carried out before approaching a potential client.

- **Lead Generation Process** - Lead generation is an activity or procedure of distinguishing and developing expected clients for a business' items or administrations. The techniques used to produce these contacts are set up by your business to guarantee that your leads are quality and worth sustaining for what's to come. Lead age is tied in with building trust with your crowd and instructing them about your industry and contributions route.

It basically comprises of 5 step process-

- Acquire Leads
  - Nurture Existing Leads
  - Score Each Lead
  - Pass Along Lead to Sales
  - Evaluate Lead Generation Process
- 
- **Importance of Tracking and Reporting Tools** - I have learned about variety of tracking and reporting tools available and how the companies uses this tool to effectively track their day to day task. The commonly use tools in the industry are-
    1. Salesforce
    2. Spotio
    3. Daytrack
    4. Trello
    5. Bitrix
    6. Podio
    7. Pipedrive
    8. Zoho
- 
- **Sales Metrics**: Sales Metrics are gathered information that can help brands comprehend what's working and what isn't in their business procedure. Following each and every piece of your business procedure – from lead age to change – assists organizations with concentrating on the best methods, and recalibrate those that don't perform well.

Important Sales Metrics are-

1. Lead Response Time
  2. Sales to Cost Ratio
  3. Win/Conversion Rate
  4. Monthly Sales
  5. Average Deal Size
  6. Visitor to Lead
- **Enhance Professional Communication:** Working in a professional setting can be difficult to get used to. But it is the best way to learn how to navigate the working world through real-life, hands-on experience. The most valuable skill I gained is the ability to speak with people in a professional setting.
  - **Networking is important:** I got to know the other interns which helped me in widening my professional network.
  - **Take constructive criticism well:** I probably made few mistakes and received constructive criticism for it from my boss which was for my own good and it eventually helped me in improving the quality of my work.

Apart from all the conceptual and practical learning, I also learned skills such as-

- 1) Team Work
- 2) Responsibility
- 3) Problem Solving Skills
- 4) Work Ethics
- 5) Adaptability Skills
- 6) Time Management

## **REFERENCES**

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