



## **Summer Internship Report**

**Company Name: SPORTS365**

**Submitted by:**

***Abhinav Verma  
191402***

**Submitted to:**

***Prof. Balakrishnan Unny***

Batch: MBA FT (2019-21)

**Institute of Management, Nirma University**

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

## **Acknowledgement**

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without mentioning few people who made it possible, whose constant guidance and encouragement crowned my efforts with success.

I sincerely thank, my mentor, Prof. Balakrishnan Unny, Institute of Management, Nirma University for providing me with an opportunity to carry out this assignment. I would also like to thank the institute for providing facilities required to conduct this task.

I would also like to thank my organisation guide, Ms. Upasana, whose constant support and guidance enabled me to successfully complete my internship in the organisation.

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# SPORTS365

## 1.0 EXECUTIVE SUMMARY

The summer internship project at SPORTS365 was a brand development project. It involved the management of two new verticals of the company namely GOL and SCOULA. GOL is an active wear brand whereas SCOULA is a uniform brand. The whole duration of internship was divided into two parts of a month each.

The first month we were to work on GOL and the second month was for SCOULA. GOL is an active wear brand of the company. The brand will target the adult as well as the kids segment. The main problem of launching the brand is that the active wear market is very saturated. There are already big brands like Nike, Adidas, Reebok, Puma, Jockey, HRX, etc. Hence, it is very difficult for GOL to sustain in this market. The main work regarding GOL was to do the SWOT analysis of the brand and compare the market and also set average prices at which we would launch our products. GOL would be a success for the company if careful attention is paid towards the positioning of the brand.

SCOULA which is a uniform venture for the company has a very small market to play in. This is due to the fact that many people still get their uniform stitched instead of buying it readymade from the market. The main aim was to convince the parents to switch to readymade uniforms so that we can increase our sales. For this various work was done regarding brand activity, analysis, marketing strategies, etc. The market for SCOULA seems very competitive and hence it would require a lot of efforts to turn it into a profitable venture. A lot of efforts need to be put in for SCOULA as compared to GOL else, SCOULA would fail to give profits for the company.

(299 words)

## 2.0 INTRODUCTION

### 2.1 Nature of Problem

The internship was a research based project. Sports365 is an online sportswear brand which is planning to enter into new verticals namely active wear and school uniforms. They members at Sports365 are planning to launch two new brands GOL and SCOULA for these purposes. GOL is an active wear brand whereas Scoula is the school uniform brand. The idea was in infancy stage and the company wanted to do a research relating to the market conditions. The whole virtual internship was based around whether the both the above mentioned projects would be feasible if brought to reality.

The internship was divided into two parts of a month each. The first month we focused on Gol and the second month we worked on Scoula. The work for both the brands included: -

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

This was in brief all the activities we had to carry out for both the brands.

Problem concerned with GOL- SPORTS365 is an online retail sportswear brand. They from quite a long time wanted to enter the segment of active-wear which is a growing and lucrative market. With big players like Adidas, Nike, Reebok, Jockey, HRX, Proline, Decathlon it is very difficult to capture market share and convey the audience to leave there old active-wear brand and switch to a new one. The task was to make Gol such a brand that could easily compete with these industry giants. The task was to make brand story which highlighted the underlying message of brand which is 'activities should be done to have fun rather than just shedding weight or building muscles' so that people can relate to the brand and it forms and active part of their life and also to design sample logos based on brand story, colour schemes, prices at which to sell products and also what segment to target.

Problem concerned with SCOULA- SPORTS365 also wants to enter the uniform market and wants to manufacture and sell uniforms of top schools all over India. As we know in India, most of the parents gets the uniform stitched so we have only a small market where people prefer to get uniforms stitched but in that also most of the schools already have tie-ups with the local vendors. The task was to find a way to convince parents to use Scoula's products so that they don't get the uniforms sourced from somewhere else. It also included the work done during GOL such as designing brand story, logo, colour scheme and also the prices.

## **2.2 OBJECTIVES**

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

- To develop the brand story- The first and the foremost objective of the internship was to develop the brand story of both the brands. The main objective was to develop the brand story such that it represented our brand and should be something to which the customers could relate to.
- To do SWOT and PEST analysis- Doing SWOT and PEST analysis is of a crucial importance before entering any market. It helps gives us an idea whether the product will sell or not. Hence, SWOT and PEST analysis was very important for the company before starting to work on both the brands.
- Positioning- The third objective of the brand was to find which market segments to target. This is very important part of the whole work because only targeting a proper market segment will help generate sales.
- Deciding color scheme, logo- Another objective of the internship was to decide the color scheme and the logo of both the brands. The color scheme had to be attractive and the logo should be crisp and detailed in order to attract customers.
- Feasibility- The last objective of our internship was to determine whether undertaking a project would be feasible or not. It was to be done based on researching the data collected during the process.

## **2.3 UTILITY of The STUDY**

The utility of the study was to develop brands right from scratch and build them for market. The work included all processes right from thinking about the brand story to finalizing of the brand for the market. The project was very important from a learning point of view as it gave us an open

playing field where we could work on the brand in whatsoever way we wanted to. It gave us insights of what all activities are to be undertaken before launching a brand into the market.

During the course of our internship, we performed various activities like doing analysis, collecting data, developing brand story, finding an appropriate color scheme, selecting what segment of market to target, designing of sample logos for our brand, etc. This project helped put the textbook knowledge into actual use giving us first hand exposure of working in the real world for a company. The guidance given to us by our mentor taught us a lot about the business world and how the things are to be done. The project not only helped us improve on our technical skills but also our team skills by requiring us to work in a team to develop the brand for the company. The daily interaction with the mentor kept us on the right track and helped us focus on the important things first.

The summer internship project served a great utility in understanding the real working of a company and also gave us experience of using the marketing techniques in real life.

## **3.0 METHODOLOGY**

### **3.1 APPROACH**

We took both qualitative and quantitative approaches for our brand. We used quantitative measure for research related to various competitors and their pricing strategy, whereas for the development of a brand image along with various potential IMC tools and marketing/ advertisement options, we have gone for qualitative research. For each of the two brands, our tasks may be compartmentalized into two sections.

#### **Qualitative approach**

For the initial work of both the brands we relied on qualitative research. The first task was to gather the information about the market. For both the brands i.e. Gol and Scoula we collected information and studied various techniques and strategies which are used by our competitors to market their product. We also studied the various IMC tools used by our competitors to market their product. Not only this, we also researched for various color schemes, design and logos which would help people recognize our brand. the work also included SWOT and PEST analysis

#### **Quantitative Approach**

To study our opponents products for both our brands GOL and SCOULA we employed a quantitative based approach. We used the same technique to get a detailed average of the prices of our competitors product and based the average price of our product with the help of the data collected. The data collection was a difficult task as it wasn't easily available and markets for both the brands were also different. We positioned both our brands based on the quality that we want to offer our customers and based the average price of the product on this analysis.

### **3.2 SOURCES of DATA**

We used both secondary and primary techniques for collecting the data. We used surveys to collect data regarding GOL which is a form of primary technique and for GOL and SCOULA we collected data regarding the various prices at which the competitors offer the product to the customers. This is a form of secondary data. Hence, we applied both primary and secondary techniques for the collection of the data.

#### **Primary sources**

The primary source of our data collection were the survey that we did to find out what the customer likes about the brand or a product and what things would they want in active wear or uniforms. We conducted surveys regarding different pricing ranges that the customer would be willing to pay for the product. The survey also gathered information about how frequently the participants involved in physical activities or from where do they purchase heir uniforms and stuff like that and why.

#### **Secondary sources**

Talking about secondary data we basically relied on it for getting the information about the prices of competitor's product. The ways in which they used advertisements to attract the public. We also used our secondary data for doing SWOT and PEST analysis and also for getting an estimate of the average price at which we should launch our product in the market.

### **3.3 METHOD OF DATA COLLECTION**

Surveys: We relied heavily on surveys for our data collection. We sent out questionnaires to our contacts. There was a separate survey, each for active wear and uniform brand. The surveys were sent via email and social networking sites and the responses were captured. The surveys consisted

about what the consumer wants from an active wear brand and how often does he participate in fitness activities in a week. The survey regarding uniform contained questions regarding where the customers purchase uniform from and what all thing they focus on.

Using online sites, we collected data regarding our competitors, the various techniques that they use, the price at which they sell their product for and various marketing strategies they used. This information was heavily used to determine our average prices and other marketing strategies.

### **3.4 SIZE OF SAMPLE, METHOD OF SAMPLING**

The sample selection was decided according to the convenience of our researchers. Therefore, it revolved around the college goers and recent professionals. The size of the sample was approximately four hundred participants. For sampling, we followed the non-probability sampling method under which judge mental form of sampling was chosen. The reason behind this was that the surveys we conducted took place in batches via email. So, we couldn't use the probability form of sampling. Once we got the results, we considered only those people who came in our target audience like active students and parents searching for a school uniform and counted them while totally eliminating the rest and concluded the survey results.

In short, we followed the judge mental form of sampling under the non-probability method of sampling

### **3.5 METHOD OF DATA ANALYSIS**

For our research we have relied on both the quantitative and qualitative data. To understand our competitor's strategies, we have extensively relied on qualitative data and to get an idea of our competitors pricing techniques we have shifted the focus to quantitative data from qualitative data.

#### **Qualitative analysis**

Our analysis revolved around various methods our competitors use and how they implemented the same. For e.g., what did Jockey did to rise to fame in such a short span of time or how does other sporting brand have captured such a huge share of market without using any aggressive marketing techniques.

#### **Quantitative analysis**

We used quantitative techniques to understand the various price schemes which different brands used and how successful it was in taking into consideration the number of people who reviewed the products based on different characteristics like price, quality, comfort, etc.

## 4.0 CONTEXT OF INDUSTRY PROBLEM

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

- ❖ GOL
- ❖ SCOULA

There were various problems underlying each of the brand.

### 4.1 GOL

Gol is the new active wear brand of Sports365. The brand focusses on providing sportswear accessories to both the adult segments as well as the children. The aim of GOL is to create an active wear brand such that the people don't have to focus on working out just because to lose weight or to develop muscles. The aim of Gol is that people should enjoy the activities they do. This will help them see better results.

The active wear industry is a saturated industry. It is basically an oligopoly. There are various competitors in the industry like: -

- Nike
- Adidas
- Jockey
- HRX
- PUMA
- REEBOK
- Proline
- Fila
- ASICS
- Columbia
- 2Go
- Kappa

- Lotto
- Under Armour

As we can already see that there are so many players already in the market hence it is a very challenging task for GOL to survive in such a competitive market. Hence, the problem included finding a way by which we can help Gol to capture market share of these brands. The work started by creating a survey for the potential customers. The survey had various questions about what consumers would want from their brand and relating to them for example: -

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

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

These are the various samples questions that were asked from the people in survey. The survey was taken by a total of 358 respondents and the further process was done keeping in view the results of the survey. We now had a basic idea about the sportswear market and what the consumers demanded from the company. The second part of the problem for GOL was after having done the research how do we ensure that the consumers choose our product and don't go to our competitors.

The solution was to come up with a brand story which the consumer will relate the most to. This has been the reason for success of Paperboat. What they did was created a brand advertisement which gave a nostalgic feeling to people. They could relate their past with the advertisements. This was the reason of success for paperboat. We wanted to do same with GOL. We wanted to create a brand story such that people feel it is more important to enjoy activities rather than sweating just to lose weight or gain muscle mass. Three brand stories were created in this process and out of them one selected which we think represented the brand most accurately.

The next problem that we faced was the SWOT analysis. There are a lot of competitors in the active wear market as already mentioned above. A detailed analysis of the market and the competitors was necessary before proceeding any further. For this we chose the brand which our brand was supposed to be competing with and compared the prices of various items like T-shirts, shorts, track pants. We also researched about their strengths and the various marketing campaigns started by these companies to gain market share into the market. Based on these figures we also gave an average price for our products.

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

The last step of the GOL work was designing the logo and the color scheme. The color scheme was made in accordance with the brand story of the brand. The logo is the most important part of the brand because it gives the necessary information about the brand to the customers. It should be brief but also give all the necessary information about the brand to the customers.

These were the various problems faced while developing GOL.

## **4.2 SCOULA**

Scoula is an another vertical started by Sports365. Scoula is a premium uniform brand which supplies uniform to all the top schools of India. The aim with Scoula was to make it an acceptable brand within the parents. The current scenario regarding the school uniform industry is that most of the parents are reluctant to buy the readymade uniforms. They instead prefer to get them stitched from the local tailors. This reduces a sizeable share of market. Out of the percentage left most of the schools have tie-ups with various vendor to supply school uniforms. Hence, it is a very tough market to crack.

Firstly, we have to convey the parents that they should buy the readymade uniforms instead of getting them stitched.

Secondly, we have to get the schools to tie-up with us.

For SCOULA we used a reverse approach and did SWOT analyses first rather than doing brand story first. The aim of doing SWOT first was that if being a very close and competitive market we needed to see if SCOULA would really be able to face the competition. We prepared a report of rates at which different online suppliers sold the product at to get an average idea of the rates that we should sell our product at and whether it would actually be feasible to produce and sell product at the given price knowing that SCOULA would be a new brand and we would have to offer good quality at cheap price than what the market now is actually offering. The challenge was to make the quality and the price so reasonable that the parents would actually consider buying products from us.

After setting the average price for the brand's various products like belts, shirts, trousers, socks, ties, etc. the next task was selecting the range of schools which we would cater to. The aim was to manufacture products for elite chain schools of India like

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

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

1. We can give good quality products at reasonable price.
2. Making products for chain schools would help reduce sourcing of extra raw material because most of the products are same across these schools.

After doing research we focused on the mediums through which we will actually reach the parents.

We came up with the following ideas: -

1. **Online store** - One way of selling our product is through Online Stores. Which doing rate comparison of prices of different school items we found a few sites which sell school uniforms online. There are not many sites which sells school uniforms online and hence, we can take advantage of this situation and enter the market through this channel. It will help us increase our revenues.
  - Advantages – Mostly untapped, increase in revenues, low efforts once successful.
  - Disadvantages – Requires huge marketing efforts, people might not prefer to buy uniforms online.
2. **Tie-ups with schools** – The easiest way to sell our product is to do a tie-up with a school. It helps to easily market our product. Many schools already have a tie-up with some vendor for which they charge a fixed commission. It is an extra cost for the firm but really does help market our product. The advantages & disadvantages of this type are as follows.
  - Advantages – A ready market, increase in sales, low efforts.
  - Disadvantages – Commission to be paid to school, School can't force to buy the product from their specific vendor
3. **Tie-ups with vendors** – One way of selling is the product is that we tie-up with a vendor and act only as a manufacturer. We can tie-up with various vendors that can sell the product. We can tie-up with various vendors around country.
  - Advantages – No need to sell directly to customers, no extra efforts required.
  - Disadvantages – Difficult to tie-up with a vendor because he already has some one supplying him product, less profit margin.

4. **Own Stores** – We can open our own stores to sell our product through our own stores. This can be cost effective but requires a lot of marketing efforts to sell our product. It will also incur us the cost of opening our own stores.

We then struck out the last two options i.e. tie-ups with vendors and own stores because they were not feasible and started to focus on the first two only. We came up with various ideas to promote the following two ways which were.

1. We can make our products visible to the parents directly by means of e-mail marketing, social media marketing, etc.
2. We can market our brand using brochures that we can place at the schools' reception area, notice boards, and other places from where they are easily accessible to students as well as parents.
3. We can set up kiosks inside the school premises, advertising our products, during events like Parent-teacher meetings, annual events, sports day etc.
4. Besides this, we can have our stalls set up in the targeted schools during different functions taking place in school.
5. Agents can be appointed to distribute our brand's pamphlets directly to the parents just outside the school, during times when the parents are invited to the school for specific purposes.
6. Moreover, to gain a competitive edge over our competitors, we can provide door-to-door service to the parents, saving their precious time.
7. In order to attract the parents to buy our products, we can use the strategy of Cross-Selling and selling a complementary item at discounted rate.

The last part was to focus on the brand story and designing of logo for SCOULA. The brand story was to focus on the quality and price aspect of the brand. A few sample logos were also made for the brand which depicted in brief about what Scoula stands for.

## 5.0 PRESENTATION OF DATA

### 5.1 COMPETITION ANALYSIS

| Name of competition | Type of competition (Comparison)   | Distribution Chain used (How are they sold)   | Price ranges and Quality  | Branding and imaging   | Customer Market   | IMCs used  |
|---------------------|--|---|---|--|---|--|
| <b>Shiv Naresh</b>  | Sports apparel of Indian origin. Increasingly popular in Akhras. Quality Apparel at reasonable pricing.                            | It directly ties up with athletes and players. They sell their products both online and through retail. They use dealers such as Amazon for online and host their products in a variety of local showrooms. | Quality of the products are good and they deal in a diverse range of products such as track pant, official team jerseys and so on. Avg price for an article of clothing is around ₹ 550-650 | Sportspersons such as Mary Kom, Sardar Singh, Vijender Singh, Sushil Kumar, the Indian hockey team, Mohun Bagan and East Bengal wear apparels of Shivnaresh. It's marketing is not aggressive and is less perceived by the urban youth. However, it has a strong presence. | Caters to mainly local showrooms and sports houses. Has an online presence too? Die hard club fans as well certain iconic movie stars help drive demand in specific sports. | The Shiv Naresh logo is copied from Slazenger. Sponsored Hindi movies and athletes to get focus. Marketing and advertising is least aggressive. However has created an appeal. |
| <b>AJILE</b>        | Sports and casual apparel for men. Founded by Pantaloons. Higher quality apparel at low prices. Does not necessarily just cater to | Being the brain child of India's largest retail chain has an abundance to showcase their product all over the country. All Pantaloons store have them. Other  | Sells a host of apparel and garments catering to casual and active wear. Shorts, socks, track pants and t shirts have   | The brand name aligns their product sector. Marketing isn't outdoor and aggressive but indoor and store bound. However, it is well perceived by  | Everyday shoppers. Malls and retail outlets. Has a strong foothold in both the generations ? Online presence is low but retail  | Uses Pantaloons brand name. No other form of outdoor advertising present. Indoor and storeroom advertising.  |

|               |   |   |  |   |   |   |
|---------------|---|---|--|---|---|---|
|               | sports aligned wear. Also thrives in the casual wear section.   | offline retailers do not subscribe to them however. Online presence is low.   | a lot of variety. Avg price for a sporting apparel is ₹350.  | both the young and older generations of the Indian market. Products are of good quality and ensued faith among regular buyers.  | presence is very strong. Urban youth consider it a brand of great comfort.  |   |
| <b>HRX</b>    | Sports apparel and lifestyle brand found in most retail stores. Manufactures shoes as well as sports apparel. Quality products at a higher price range. | Uses various retail and online platforms. Outlets such as shoppers Stop also foster to their sales. They also have their own showrooms.   | Sells a variety of sports and lifestyle apparel. The pricing however is high compared to its competitors. The avg price for an article of clothing would be ₹800 - 1000. | The brand is the creation of the iconic Hritik Roshan who endorses a fit and active lifestyle. He is a major reason for the performance of the brand. The brand has penetrated the Indian market in a short span. | The brand targets an urban crowd. Mostly youngsters. Online presence is very strong for the brand. The brand has an ability to sell owing to its strong presence of Bollywood icon Hritik Roshan. | All out aggressive marketing campaigns, be it digital media or print advertisement . TV ads, posters, bill boards all are under their tools. Strong relationships with online platforms and endorsements make it appealing. |
| <b>Jockey</b> | Sports apparel brand of American origin found in most of the retail stores offering high quality.   | It sells its products using various platforms. It has its own stores and also sells its goods through its own website. It also sells its goods through various retailers and e-tailers. | The quality of the products offered is very excellent which is sold at good prices. The price bracket ranges from 500-900.   | The brand spends a lot on marketing. The brand is endorsed by Amanda Dlamini. The brand also hire various athletes for advertising and has penetrated the Indian market and has become a                          | The brand generally caters to the adolescent and the adult segment i.e. the age bracket between 13-45 years. It targets both men and women.   | Jockey uses various IMC tools for marketing such as social media marketing, advertising.  |

|                |  |  |  |   |   |   |
|----------------|--|--|--|---|---|---|
|                |  |  |  | well-known name.  |   |   |
| <b>Proline</b> | Proline is an Indian apparel brand which was born in 1983 for fulfilling the need for good quality sportswear.                           | Proline sells its goods via retailers and e-tailers. It also has a website and sells its goods online. It is a big brand loved by many Indian consumers.       | Proline has focussed on providing good quality product at cheap prices. Proline has targeted the middle income level people.     | Proline is trying to create its brand image in the market by associating with the likes of Vinod Kambli, Ravi Shastri and Sandip Patil. | The product caters to the middle income segment. This brand produces products for the adults and the adolescents.   | When it comes to advertising, Proline hasn't been seen to be that aggressive as compared to that of its counterparts. It makes use of social media marketing to increase its brands outreach. |
| <b>Lotto</b>   | Lotto is an Italian brand originated in 1973. It was basically a footwear brand but soon diversified into the sports apparel segment.    | Lotto sells its products through retailers and e-tailers like flipkart and amazon.   | Lotto is a good brand which focuses on quality products. The price of the products is moderate high.                             | Lotto is spending a lot on its brand outreach. It has a contract with the tennis ace Sania Mirza who is the brand ambassador of Lotto.  | Lotto caters not only to the adult segment but it also has products which have been specifically designed for kids. | Lotto is spending a lot on marketing to help capture more market share. It is using advertising, sponsoring various events like fashion weeks and football teams.                             |
| <b>Sparx</b>   | Is a Delhi-based brand and is a part of Relaxo Footwears. Is Known for sporty design and wide variety of products, which includes shoes, | It uses both online and offline channels for selling. It has around 280 offline retail stores in 12 different states of India. Online platforms like Flipkart, | The brand is ranked 3 <sup>rd</sup> Most Trusted footwear brand in India. The products are priced somewhere between Rs.500-1500. | It has some highly influential Brand Ambassadors like Salman Khan, Akshay Kapoor, Shahid Kapoor, etc.                                   | Sparx provides attitude, style and toughness in its products and thus targets the younger generation which includes | Along with the conventional sources of marketing, Sparx has entered into digital gift voucher space with Gift, to create more   |

|  |                                  |                   |  |  |                              |                           |
|--|----------------------------------|-------------------|--|--|------------------------------|---------------------------|
|  | sandals and fabricated slippers. | Amazon and Myntra |  |  | school and college students. | visibility in the market. |
|--|----------------------------------|-------------------|--|--|------------------------------|---------------------------|

## 5.2 DECIDING COLOUR SCHEME BASED ON QUALITATIVE SECONDARY DATA

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

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

## 5.3 PRICES OF VARIOUS SCHOOL UNIFORMS AND ACCESSORIES

| Name                              | Skirt | Belt | Shirt | Shorts | Socks | Trouser | Tie | Shoes |
|-----------------------------------|-------|------|-------|--------|-------|---------|-----|-------|
| <b>Delhi Public School</b>        | 242   | 84   | 242   | 210    | 75    | 452     | -   | -     |
| <b>Advanced Academy</b>           | 250   | 50   | 250   | 160    | 50    | 300     | 100 | 370   |
| <b>St Arnold School</b>           | 300   | 55   | 220   | 170    | 50    | 310     | 100 | -     |
| <b>Prestige Public School</b>     | 250   | 50   | 260   | 180    | 50    | 300     | -   | -     |
| <b>Amity International School</b> | 552   | 70   | 330   | 264    | 70    | 420     | -   | -     |
| <b>GD Goenka Public School</b>    | 500   | 70   | 360   | 360    | 70    | 512     | -   | -     |

|   |     |     |     |     |     |     |     |      |
|---|-----|-----|-----|-----|-----|-----|-----|------|
| <b>St. Xavier's School</b>                      | 200 | 50  | 289 | 220 | 50  | 365 | 60  | -    |
| <b>St. Mathews Academy &amp; Junior College</b> | 342 | 50  | 285 | -   | 55  | 340 | -   | 220  |
| <b>Loyola High School</b>                       | -   | 50  | 219 | 238 | 50  | 457 | -   | -    |
| <b>SCOTTISH HIGH INTERNATIONAL SCHOOL</b>       | 370 | -   | 380 | 290 | 50  | 700 | -   | -    |
| <b>NK BAGRODIA PUBLIC SCHOOL</b>                | -   | 107 | 341 | -   | 74  | 352 | 95  | 352  |
| <b>MAXFORT SCHOOL</b>                           | 530 | 140 | 520 | 500 | 95  | 750 | -   | 1100 |
| <b>Lotus Valley International</b>               | 435 | 80  | 300 | 250 | 50  | 440 | 80  | -    |
| <b>PRESIDIUM SCHOOL</b>                         | 500 | -   | 600 | 360 | 132 | 594 | -   | -    |
| <b>RYAN INTERNATIONAL SCHOOL</b>                | 460 | 90  | 350 | 330 | -   | 440 | 110 | -    |
| <b>THE MOTHER'S INTERNATIONAL</b>               | 300 | 80  | 250 | 290 | 65  | 425 | -   | -    |
| <b>SPRINGDALES SCHOOL</b>                       | 550 | 85  | 580 | 440 | 85  | 600 | -   | -    |
|   |     |     |     |     |     |     |     |      |

## 6.0 ANALYSIS & DISCUSSIONS

### 6.1 CONCLUSIONS

From the two-month internship at SPORTS365 we have learnt how to develop a brand right from the scratch and what all activities are necessary to be done for the development of the brand. It was a great learning experience where we applied the classroom knowledge into the real world. We learnt the importance of all the little processes right from doing analysis to creating the color scheme for the brand.

Before launching any brand, the analysis is the most part of any project. It tells us what we are competing and what the market needs from our brand. For GOL we figured out that though it is a competitive market hence, it becomes very necessary to keep the track of the market every day. Apart from developing a good brand story, it's still very necessary to focus on other details like logo and designing scheme and the market segment which we need to focus on. The work required very high precision.

For SCOULA, we can conclude that it will be a very difficult task to launch a uniform brand and wouldn't be feasible to for a few years. It would be very important to constantly monitor the environment and would require a lot of hard-work for the brand to make it profitable. The market size has already decreased with many people already get the uniforms stitched and the market

share that is left is already captured by existing players. The schools have tie-ups with many vendors so it's difficult to change this status-quo.

## **6.2 RECOMMENDATIONS**

The recommendations would be to pay close attention to both GOL and SCOULA. These brands can tap a good market share and prove themselves to be a game changer for the company. The only thing they require are time and efforts. It would be really great to see these two brands coming to life and providing good quality products to its customers

## 7.0 LEARNINGS

- The summer project helped us learn many soft skills. The most important thing that we learned from our summer internship is how to work in a team. We were a team of three and we faced breakdown and conflicts at times but we learned that the work is more important and we should leave behind our petty differences and work as team.
- We also learned that the brand story of a brand goes a long way in building the customer base of the brand. It tells us what message our brand portrays and what our brand stands for. In brief, it builds the brand.
- We must know about the market completely before launching a product into the market. In case we don't do our homework before entering a market, our product is bound to fail. We need to do as much research as possible for the market in which we have to launch out product.
- We must know the market segment for which we are launching our product. The product must be useful for the said market segment and must fit the basic features like quality and price and specification. In case we don't pitch the product to right market segment we will surely fail. Hence, we should sell men's shirts to men and not to kids.