Summer Internship Report

Klarity.in

Submitted by:
Bhaskar Mehta
191412

Date:
5th July 2020

Internship Certificate

KLARITY

Date: 23rd June, 2020

Dear Concerned,

I hereby certify that **Mr. Bhaskar Mehta** interned with our company, Klarity.in for the following projects

1. **"Building brand Klarity's presence at top colleges in India"**
2. **"New product development & go-to-market strategy for it"**
3. **"Business development"**

The duration of the internship was **14th April 2020 to 13th June, 2020**.

During the period of his internship programme with us he was found punctual, hardworking and Inquisitive. His feedback and evaluation proved that he learned keenly.

His association with us was very fruitful and we wish him success in his future endeavours.

Best Wishes,

Manmeet Singh Akali
CEO, Klarity.in

Address - G-9, Purab Paschim, Near Andheri Recreation Club Azad Nagar, Andheri (W), Mumbai 400058
Email - help@klarity.in | Phone - +91 816-9189237 | www.facebook.com/klaritycentre |www.klarity.in

Abstract

The ed-tech industry is one of the most diversifying industry in current times. The situation prevailing currently demands constant innovation and development in the education sector. Klarity.in partners with Colleges to help young professionals be placement ready via Industry-Led On-Campus Training combined with Online Mentoring by Top-Notch Industry Professionals.

The project aims to formulate digital and offline strategies for Klarity.in through thorough study and analysis of the industry, company, players in the market and various other influencing factors. The study is primarily done through analysis of secondary data and competitors benchmarking. Other insights were gained through work done on the job. The project will result in a better understanding of the ed-tech industry and future scope for improvement and development for Klarity.in to sustain their position and increase their market.

Contents

1. Introduction

1.1   Background

Our everyday life is filled with some innovation or others. Innovation is having an enormous effect in the field of education too. The organizations which fired up in ed-tech, even a couple of years back, have made strides. They have figured out how to contact unimaginable statures in business. The ed-tech industry of India has grown significantly in the past decade. It has brought about a disruption in education space with a whole new technological revolution. They have convinced students, parents and teachers to adopt breakthrough technologies like AI, VR, blockchain and so on.

1.2   Objectives of the Project

➤ To understand the market potential of Ed-Tech start-ups in Online Placement Training in India.

➤ To evaluate by comparison and benchmark with the competitors on digital and offline marketing strategies.

➤ To research and identify the most effective digital marketing strategies and formulate digital marketing campaigns.

➤ To effectively execute the campaigns and increase visibility as well as drive sales for future growth.

1.3 Sources and Research Methodology

The secondary data was sourced from various online platforms and databases of organisations. Based on the thorough study, comparison and analysis of the data, digital marketing strategies were planned and implemented on the basis of geography, categories of colleges and various other factors. The study is exploratory in nature as it focuses more on the qualitative aspect and is flexible in terms of gaining clarity. The primary data is collected from experience throughout the internship project.

1.4 Literature Review

Digital Marketing can be broadly explained as a discipline which uses electronic devices to market in all forms. Social Media Marketing, Mobile Marketing, SEM, SEO, Pay per Click Advertising, Content Marketing, Web Analytics, Marketing Automation and Rate Optimization is the popular areas in digital marketing. Platforms like Google, Instagram, Facebook, Twitter, YouTube etc. are coming up with more advertiser-friendly products that are enabling both start-ups and large players to market with high efficiency which leads to an increase in digital marketing spending. Due to the innovation of digital media, market players are moving from the number of downloads and website visit metrics to user metrics instead. Increase in internet penetration in India has led to significant growth in e-commerce, digital advertising etc. Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace (Kaushik, 2016).

Majority of Indian start-ups have adopted digital marketing as it requires minimum capital investment and boosts the growth of the economy. Entrepreneurs in India have discovered new and innovative ideas to achieve their goals with digital marketing strategies. Start-ups make

use of devices like smartphones, tablets, laptops, digital billboards, and media such as social media, SEO, videos, content, e-mail to gain market share. The digital marketing channel inspires every young Indian to become a successful entrepreneur (Gulati, 2019)

Digital environments around start-ups provide appropriate data and quick feedback responses which enables them to bring variations in content and applications of their digital marketing. This allows them to develop relevant business activities following the trial and error method (Beier, 2016).

Before beginning digital marketing, the company should clearly define the essence, concept and goals that they want to achieve. The strategic approach should be derived from the characteristics of the business. An Instagram account for more personable visuals and a younger audience, Facebook for storytelling and wider and mature audience, and a website for driving sales and/or providing the information is of paramount importance to the start-ups in strategizing their digital marketing campaigns (Usin, 2017).

1.5 Limitations

> - Establishing initial communication was a challenge due to work from home system.
> - Colleges had reservations about sharing the emails sent with their students.
> - Working on two projects at the same time.
> - Coming up with a proper and unique strategy in digital and offline space to create visibility among the target audience and develop business was a big challenge.
> - Difficulty in evaluating and identifying the factors responsible for the effectiveness of the campaigns immediately.
> - Retaining the converted lead due to cut-throat competition was also a challenge.

2. Economy Industry Analysis

2.1 Education Industry

The education industry globally is the second largest industry after the healthcare industry. Not only it is the fastest developing but also it generates large scale revenues and employment. The Indian education industry is of global importance. The education industry has seen compound annual growth of 16% from 2016 to 2020 (Fig. 1). With a population of about 500 million in the age bracket of 5-24 years, the opportunities in the education sector are vast and great.
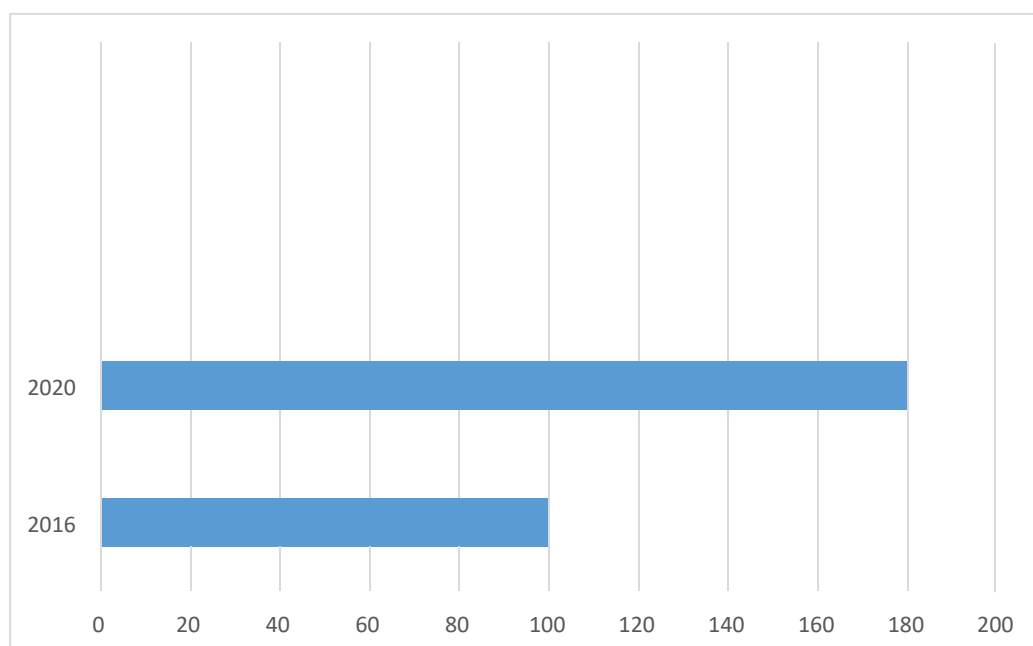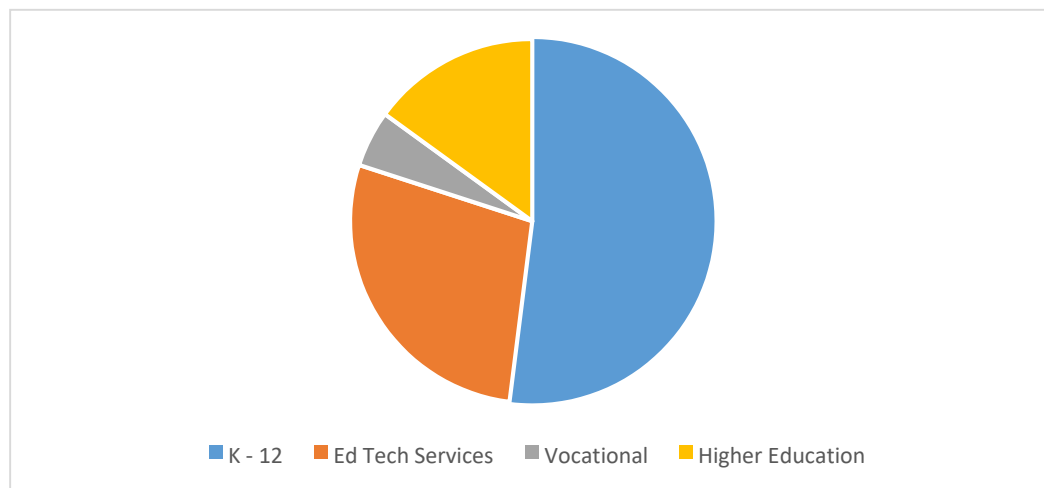

Figure 1 EDUCATION MARKET IN INDIA

SOURCE: TECHNOPARK, VCCIRCLE ANALYSIS

The industry is divided into 4 major segments as shown in Fig. 2, namely K-12 (52%), ed-techs services (28%), higher education (15%) and vocational education in manufacturing and services (5%).

Figure 2 SEGMENTS WITHIN EDUCATION INDUSTRY

SOURCE: TECHNOPARK, VCCIRCLE ANALYSIS

According to data by the Department for Promotion of Industry and Internal Trade, the total amount of Foreign Direct Investment (FDI) into the education sector in India stood at US$ 3 billion from April 2000 to December 2019. The HRD ministry of Government of India is additionally raising about Rs 1 lakh crore (US$ 15.52 billion) from private companies and high net worth individuals to finance improvement of education infrastructure within the country. According to the Union Budget of 2020-21, Rs 59,845 crore (US$ 8.56 billion) was allocated for the Department of School Education and Literacy. Furthermore, with online modes of education getting used by several educational organisations, the upper education sector in India is about for a few major changes and developments within the years to return.

2.2 Ed-tech Industry

Education in India has gone through a huge paradigm shift. The medium of education and learning has shifted from classrooms to smart devices. Indian Online Education has a mix of both offline and online players. It has given birth to a C2C business model where the consumer is directly connected to the content provider. With over 665 million internet users (Q3 2019), India has seen a massive 14% increase in the addressable base for internet services. This rate of increase means a great opportunity for start-ups in digital space and has given rise to customisation and convenience when it comes to off-classroom learning. The Indian subcontinent has become the second-largest market for ed-techs. According to the KPMG report, the Indian ed-tech industry is expected to grow to a billion-dollar market by 2021. The reason for Indians willing to spend on the ed-tech services is because the income elasticity towards the expenditure on education-related products is lower than healthcare. Indian consumers prefer to compromise on healthcare expenses rather than education.

About 3500+ ed-tech start-ups exist in Indian ed-tech industry spread across various domains. These start-ups received close to US$ 700 million in funding in 2018. A Start-up like Unacademy was able to raise a US$ 110-million Series E round from Facebook and General Atlantic. The future of ed-techs is bright as it continues to gain popularity among the prospective learners. However, a quarter of online learners still think traditional mediums cannot be substituted no matter how advance the technology is. While the rising popularity of gamification, e-learning is emerging as an asset-light model. The ease of access by ed-techs has given equal opportunities to students in a country with huge income inequality. They are helping the deserving students cross the hurdles across the journey — from student to workers to entrepreneurs.

2.3 Porters Five Forces Analysis

Porter's Five Forces is a model that identifies and analyses five competitive forces shaping every industry and helping to determine the weaknesses and strengths of an industry. Analysis of the Five Forces is often used to identify the structure of an industry in determining corporate strategy. Porter's model can be applied to any sector of the economy in order to recognize the degree of competition within the market and to increase the long-term competitiveness of a business.
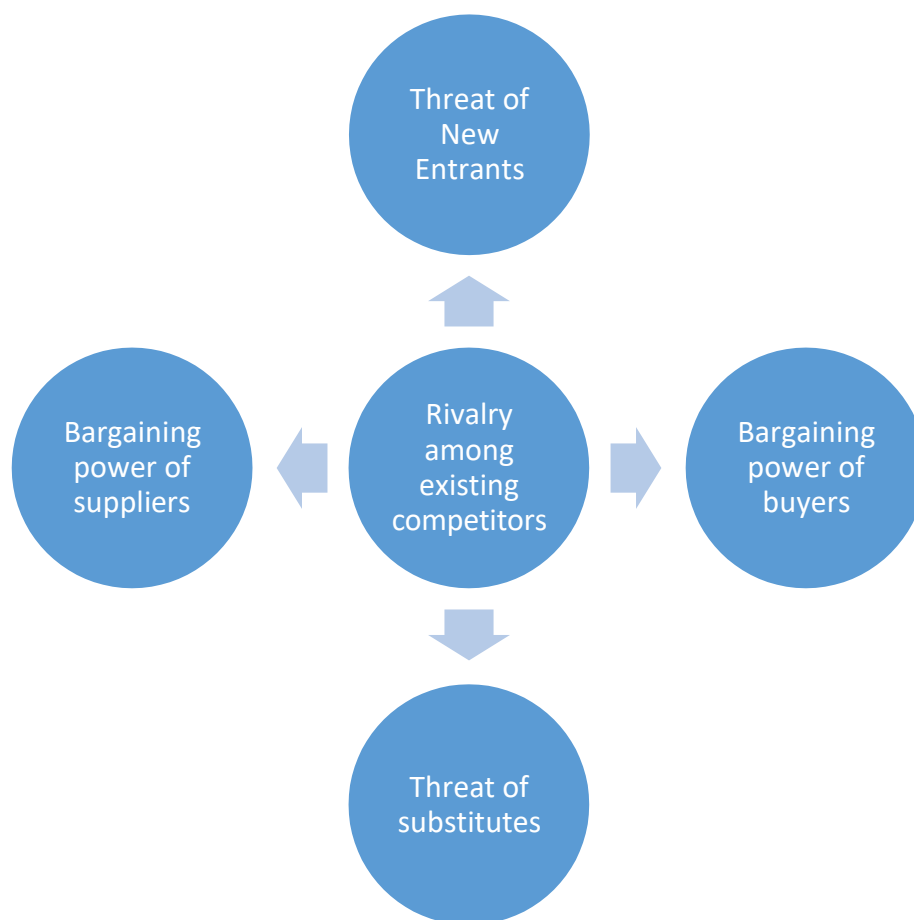
Figure 3 PORTER FIVE FORCE ANALYSIS

> **Competition in the industry**

The competition is very high. The 5% of market players own 83% of the market share. The competition also exists between online and offline companies. Most of the competitors have strong financial support and few are backed by the government.

> **Potential of new entrants into the industry**

The cost of switching is very low for buyers as customer loyalty is low which makes it easy for buyers to switch to alternatives. Since the industry does not require much of the experience, the entry is easier. Even the R&D cost is very low.

> **Power of suppliers**

The whole industry relies upon one or two suppliers. Even the competition among suppliers is also very low.

> **Power of customers**

Buyers are sensitive to price change. They are not willing to spend much. It is easier for them to compare and switch to alternatives.

> **The threat of substitute products**

There are multiple substitute services in the market and some of them are relatively cheaper.

3. Company Analysis

3.1 About the Organization

Klarity.in is an ed-tech start-up in the space of Industry-Led Placement Training. It was founded in 2017 in Mumbai. The vision of the organization is to solve two major issues faced by students – Career clarity and Job readiness. Klarity.in is a platform that connects students via 1-to-1 video calls with top industry professionals in their target domains & roles to help students be job-ready. Klarity.in partners with colleges and use a unique hybrid model that combines on-campus training with online one-to-one role-specific coaching to create a high-impact the learning experience for candidates
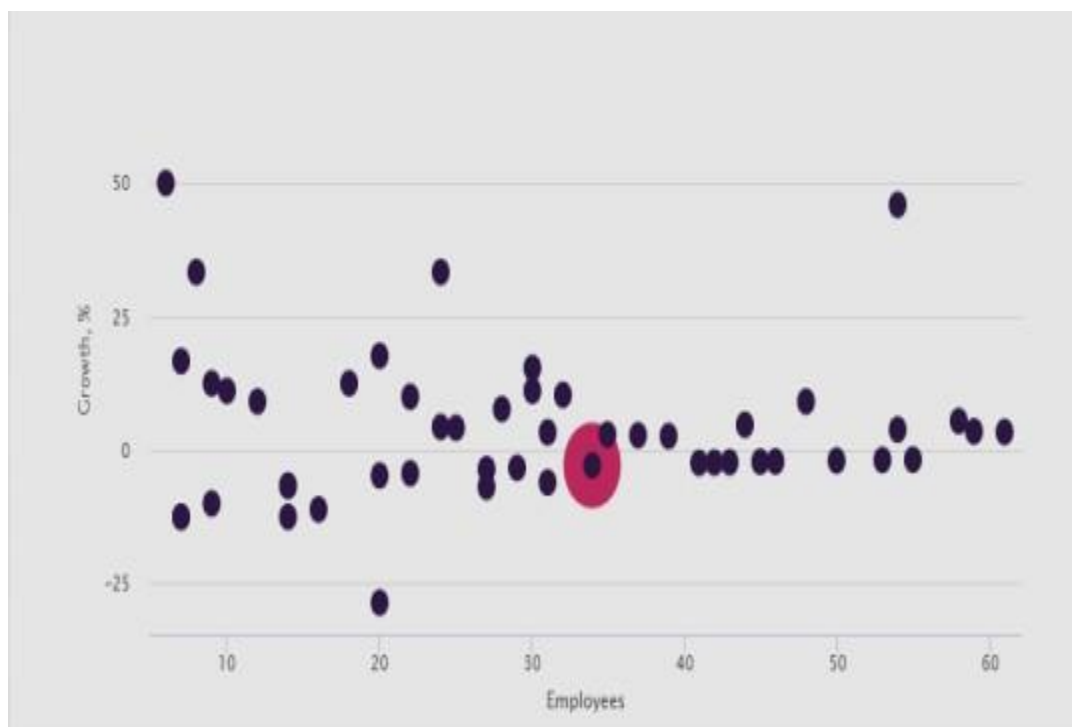
Figure 4 MARKET GROWTH OF KLARITY.IN

3.2 Product and Service Offerings by the Company

➢ **Services**

Career Essential Pack- Rs. 3500

- Resume Review

- Domain Specific Mock Interviews

- Interview Answer Review

- Role & Sector Clarity Discussion

Interview Prep with Industry Professionals- Rs. 2000

- Domain Specific Mock Interviews

- Interview Answer Review

- Mock-Interview Recordings

Resume and LinkedIn Profile with Industry Professionals- Rs. 2000

- Resume Review

- LinkedIn Review

Career Discussion with Experts- Rs 2000

- Role and Sector Clarity Discussion

- Career Advice

Aptitude + More- Rs. 3500

- Get Coached LIVE & Online By Experts

- Personal Industry Mentor as Per Your Target Sector & Domain

- 50+ Company Specific Tests

- Career Fitment Assessment

➢ **Free Courses- COVID19**

- Klarity.in has various domain-specific courses like HR, Finance, Marketing, Operations. Students can register and avail the offer for free.

➢ **For Institution- Management and Engineering**

- Phase 1 - Career Clarity Program

- Phase 2 - Career Development Program

- Phase 3 - Placement Cracker Program

3.3 Business Segmentation Analysis

The business is basically segmented into two parts based on students from a particular background: Management and Engineering. Each segment is further divided as follows:

➢ Online workshops for interview preparation, resume building, career clarity, aptitude & group discussion by experts

➢ Getting mapped by an industry mentor in the selected target sector

➢ 1-to-1 mentoring for resume, interviews & profile building

➢ Recorded videos & report card

➢ Printed books for aptitude + resume templates

➢ Career clarity assessment

3.4 Market Dynamics

The company belongs to the Ed- Tech Industry. Ed-Tech is not just about reformatting books and instruction manuals, or the education system per se. It's about using digital technologies to offer a modern architectural method of learning. An architecture that harnesses the social reach of the internet providing personalized learning and training that can be adjusted automatically to the learning skills of an individual, and using Big Data Analysis to understand the most effective ways for learners to progress. Ed-Tech has the ability to make efficiencies, cut expenses and permits new degrees of normalization and democratized access in changing the customary design of instruction. This is relied upon to change the fate of how instruction is resourced, educated, expended and, inevitably, the results it will at that point produce – both for the individual and for society overall as we keep on building up the data economy. In addition to test prep and online certification, skill development is another ed-tech subsector that is gaining popularity. With regard to online learning, skills creation based on upgrading the skills of young and seasoned staff from non-digital to digital needs, reskilling the labour sectors that need to be overhauled and developing the talent pool for new-age start-ups looking at technologies such as artificial intelligence, blockchain, robotics, Industry 4.0 and more.

3.5 Competitors Landscape

With the increasing number of ed-tech start-ups, it is a challenge to stand out in the crowd. And while there are many ed-tech start-ups in the industry, the direct competitors in terms of placement training are filtered and listed below:

➢ **Focusacademy.in**

It is one of the first companies in the placement training domain and has the first mover's advantage. The company was founded by IIM-K Alumni – Mr Venkata Raghulan and Mr Rajesh Kumar in the year 2008. They provide services to students and colleges as well. The services for students include (i) faceprep.in which deals with placement training to undergraduate students and (ii) magnusprep.com which provides preparation for competitive exams like CAT and GRE. The services for college includes (i) facenxt.com which is a learning engine and (ii) facenow.in which provided customised assessment and evaluation solutions. The company has its offices in Coimbatore, Pune, Chennai, Bengaluru, Hyderabad and Vellore.

➢ **Placementseason.com**

Placementseason.com was founded in 2015 by Ms Swaroopa Krishnamurthy in Bengaluru. The portal offers online aptitude and Technical tests for (i) IT product companies, (ii) IT services companies, (iii) Core engineering companies, (iv) Management companies and (v) General recruitment tests. Besides the tests, the company also offers various courses, conducts webinars and post blogs.

➢ **Prepbytes.com**

While the other platforms are only providing the tests and preparation modules, prepbytes.com also provides mentorship which is similar to Klarity.in. Prepbytes.com was founded in 2018 by Ms Mamta Kumari and Mr Aditya in Gurgaon, Haryana. They have three placement programs based on types on company- (i) Zenith, (ii) Pinnacle and (iii) Crest. They also offer coding courses.

➢ **Hitbullseye.com**

Hitbullseye.com started as a coaching platform and has multiple ventures career preparation being one. It was founded in 1996 in Chandigarh. They provide their placement preparation services to both students and institutions. The student packages include company-specific and general management test preparation kits. For institutions, they have different products like online bull essential, T&P manager software and so on.

➢ **Prepinsta.com**

It was founded by Mr Atulya Kaushik in 2017. The platform provides placement preparation through company-specific tests, online classes, Coding courses and shares interview experiences of their students.

3.6 Service/ Product Positioning

Positioning involves various factors like advertising, the channels advertised through, and even the way the prices. Klarity.in has positioned themselves as Industry-Led Placement Training platform providing 1-1 mentorship among their target audience. In terms of prices, the company stands as a mid-range product which is affordable by the audience that they are catering too. The students spend about Rs 10,000 to Rs 7, 00,000 per semester therefore buying the services worth Rs 3000 for an entire year seems nominal among the customers.

3.7 Business Life Cycle

The business life cycle is the development of business in phases over time. It is divided into five stages namely launch, growth, shake-out, maturity, and decline. Klarity.in is currently in its launch stage. The sales as well as cash flow are low but are increasing steadily. The business is currently focussing more on its marketing activities by showcasing its advantages and value proposition.
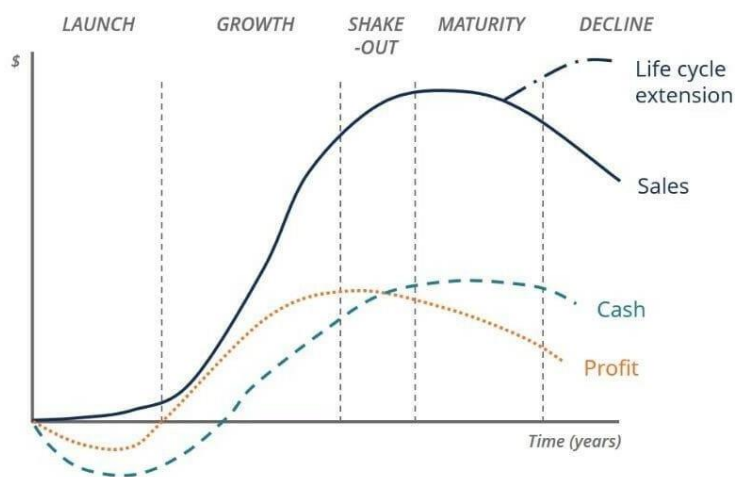
Figure 5 BUSINESS LIFECYCLE GRAPH

SOURCE: CFI's FREE Corporate Finance Class

3.8 Promotional Practices

The promotional practices are essential components of the marketing mix. They consist of:

➢ **Personal Selling**

Klarity.in is rigorous on personal selling aspect of promotion. A dedicated sales team personally contact the targeted colleges across the country and pitch about the services offered.

➢ **Sales Promotion**

Klarity.in recently started sales promotion to increase consumer demand and stimulate market demand. A limited period discount coupon is sent to everyone attending the webinar.

Hi,

It was nice to have you attend the Klarity LIVE session by Gaurav Sangtani & Sadique Jamal, hosted by Manmeet Singh Akali

Kindly take a minute to share your feedback with us - https://forms.gle/bvk4ZWjDBc9uyVe96

Visit Klarity.in to know more about our services

10% discount for the ones who register by 11:59pm - 8th June 2020, Monday
Coupon Code - FTPO10

Follow Klarity on LinkedIn to stay updated on further sessions.

Incase you wish to connect to the speakers, Please find below their LinkedIn Profile -

Gaurav Sangtani - https://www.linkedin.com/in/sadiquejamil/
Sadique Jamal - https://www.linkedin.com/in/gauravsangtani/
Manmeet Singh Akali - https://www.linkedin.com/in/manmeetakali/

Please note recordings of the sessions will be updated on klarity.in/live

Warm Regards,
Tashmeet Sahani
Program Manager, Klarity.in

Figure 6 SNIPPET OF SALES PROMOTION EMAIL

➢ **Direct Marketing**

The company directly markets its services straight to its customers through mobile messaging, email marketing, website, and social media accounts on platforms like Facebook, LinkedIn and Instagram.
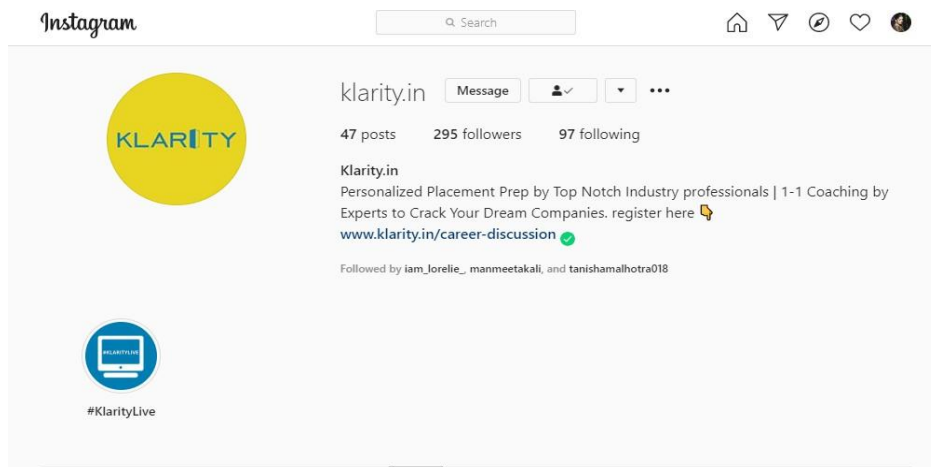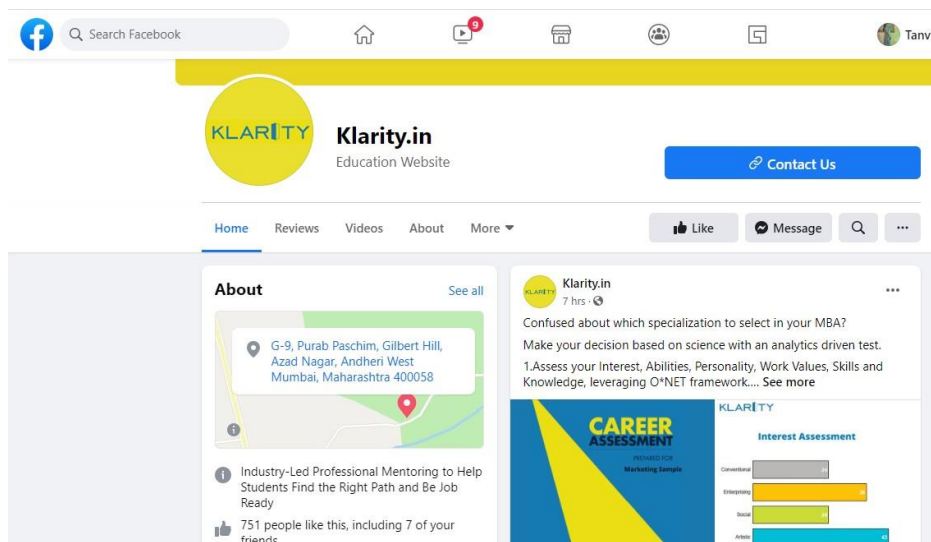

Figure 7 INSTAGRAM PAGE OF KLARITY.IN

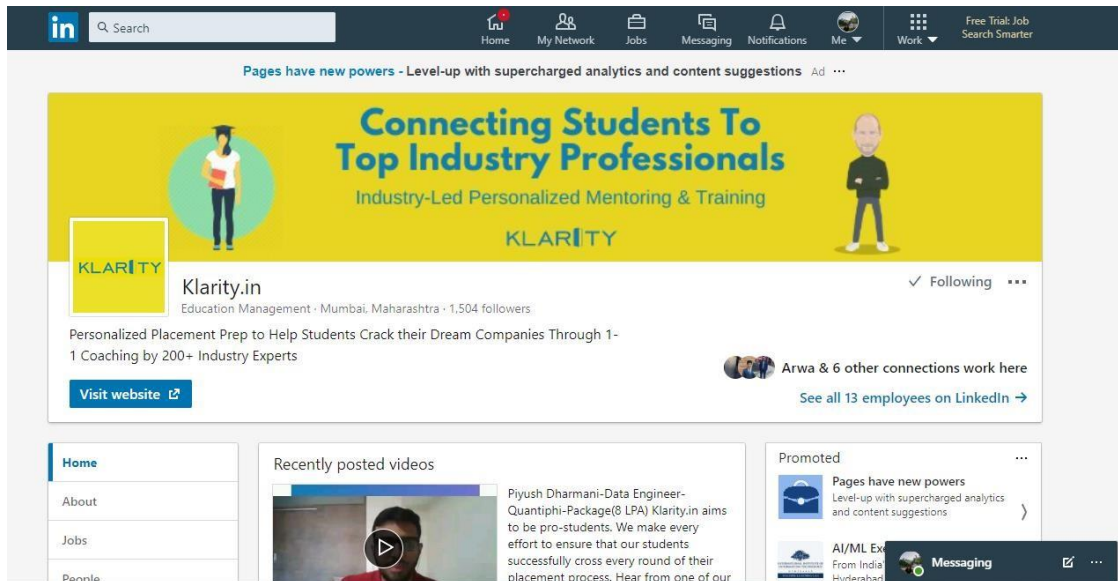*Figure 8 FACEBOOK PAGE OF KLARITY.IN*

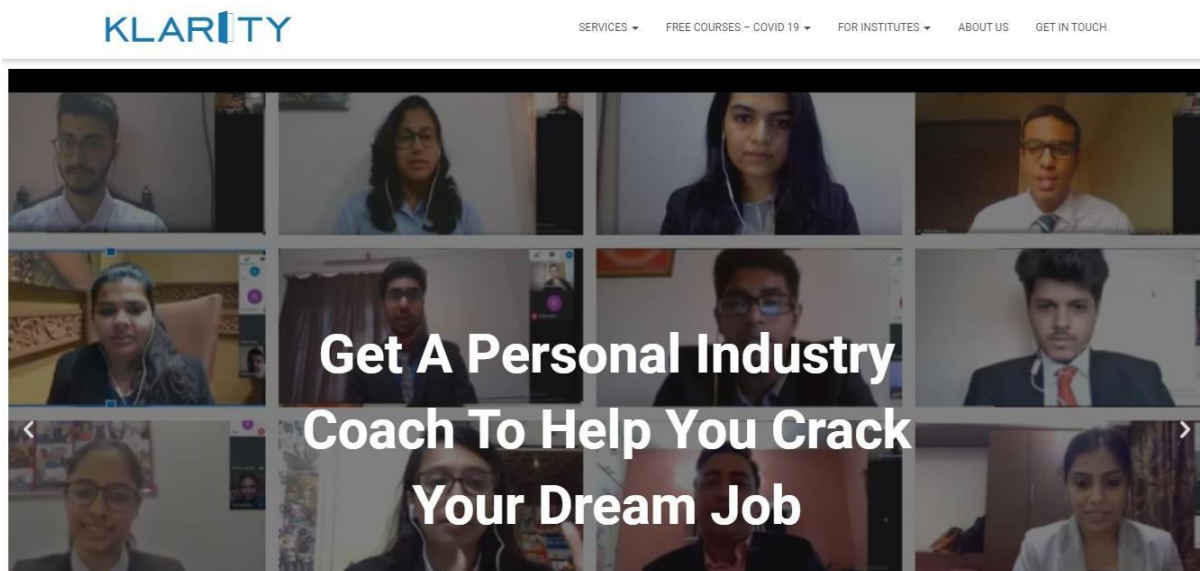*Figure 9 LINKEDIN PAGE OF KLARITY.IN*

Figure 10 HOME PAGE OF KLARITY.IN'S WEBSITE

➢ **Public Relations**

In Klarity.in PR are maintained through free live webinars and blogs write-ups by mentors. The mentors also act as PR agents when they share the posts on their media handles.
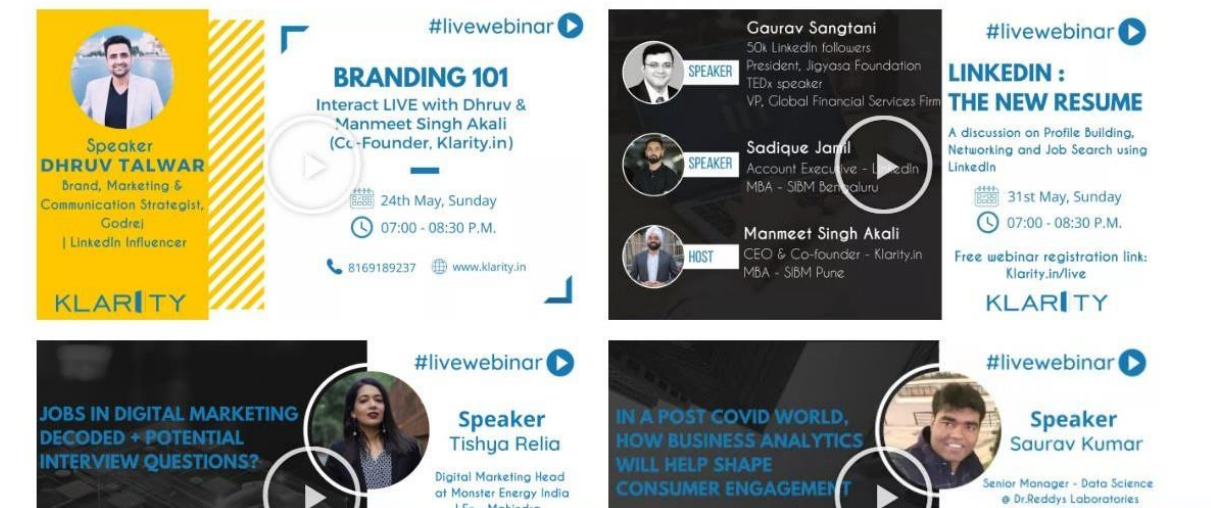

Figure 11 SNIPPET OF BLOG ARTICLE

Figure 12 SNIPPET OF WEBINAR'S RECORDINGS

3.9 Website Analysis

Website analysis is essentially performed to know how well the company's website functions and examine what competitors do with Web pages. The analysis helps in determining the layout of the site. A good website analysis explains how well the site supports the company's goals. Various aspects are taken into consideration for performing the website analysis.

➢ **Content**

The content should match with the goal of the company and relate to their web presence. Following are the website content which is taken into consideration:

- Title Tags

The title tag is Klarity.in – Personalized Career Coaching by Top Industry Professionals. The length is 71 characters and 512 pixel which matches the criteria and are exact keywords for organic searches.

- Meta Description

The Meta description reads Personalized Career Coaching by Top Notch Industry Professionals. Helping Students Crack their Dream Companies. Trusted by 2800+ students. Rated 4.8/5. It basically summarises the service provided by the company backed by facts and figures which support the authenticity of the company. The length is 150 characters and 922 pixels which meet the requirement and also consist of keywords.

Figure 13 GOOGLE PREVIEW OF KLARITY.IN

- Headings

The headings are properly tagged. Exacts keywords are found in the headings. There are no duplicate heading tags.

- Content Analysis

The content of the website has proper keywords which optimize the search engine. The score based on keywords for Klarity.in is 68/100 which is pretty decent in comparison to its competitors. The keywords that generate the highest traffic are industry professionals, job roles, mock interviews, and personal coach.

- Alt Attribute

There are about 54 images on the webpage and no Alt attribute was missing but the exact keywords were missing which can hinder in search engine optimization.

- In-Page Links

There are totally 77 in page links including 7 links to files. 74.6 % were external links and 25.4 were internal links. The outbound links are required to be reduced for the better overall ranking. Unique domain links are required to be increased as well to beat the competitors.

➢ **Indexing**

- URL Resolve

It is in place. It redirects traffic from the non-preferred domain. All the versions of page point to the same URL.

- XML Sitemap

The Sitemap is on http://klarity.in/sitemap_index.xml. It is recommended that it should be on the robot.txt file.

- Sitemaps Validity

All sitemaps are within the file size limit, URL count limit, have a valid structure and are accessible.

- URL Parameters

The URLs are clean and good.

- Broken links

No links are broken on the webpage.

- Underscores in the URLs

There are no underscores in the URL which again a good thing.

➢ **Mobile**

• Mobile-friendliness

The webpage is very well optimised for mobile users.

Figure 14 MOBILE RENDERING OF KLARITY.IN WEBSITE

• Tap Targets

The tap targets are big enough and have enough space between them.

• Plugins

There is no plugins content which is also good.

• Font Size Legibility

The font size is big and legible on mobile devices.

• Mobile Viewport

Though the configured viewport is present, the content fails to fit within the specified

viewport size.

• AMP

AMP is an open-source created to speed up the loading time. It is not present on

Klarity.in's webpage.

➤ Structured Data

The data is structured properly in terms of the web page, web site and images. The microformats are missing though.

➤ Security

The website is overall secured very well with SSL certificate but the headers are not properly set up to use HSTS.

➤ Performance

The performance is perfect in terms of asset minification and asset compression. But about 56 assets are uncached.

➤ Technologies

The website uses various technologies for the webserver, landing page, marketing automation, live chat, programming language, e-commerce, SEO, and analytics. The doctype is HTML 5 and encoding is done properly.

➤ Backlinks

The backlink score is very poor. Even the backlinks counter is not available.

➤ Traffic

The traffic, when compared to competitors, is low and the global rank of the website is 2227951.

➤ Local

The website is available on the local directory of Google with reviews and ratings.

3.10 Strategic Framework Analysis

The McKinsey 7S model is a model for managing an internal analysis. McKinsey notes you can break a company's internal structure into seven major components (factors). All 7 considerations are in line with optimal control of the operations.

Figure 15 RATING OF 7S MODEL OF KLARITY

➤ **System**

It defines the company's operations. Here, the processes and activities necessary to be able to produce the goods or services are thought out. We follow the CRM principle, where customers take daily follow-ups and keep their feedbacks in mind.

➤ **Strategy**

The strategy basically means future plans for the product. The main goal of the plan must be to achieve a competitive advantage over the competitors. Klarity.in plan is to meet the best potential B-School and support students in the placement phase. It takes its rivals very seriously and considers what they do differently to be a step ahead of them.

Structure

The Organization is very structured in structure. It has adequate communication flow from lower-level management trainee to HR to co-founder and founders. The projects are like vast teams that are visible looking for digital strategies, finance departments and marketing departments. Everybody is given the decision making; everyone is allowed to keep their point.

Shared Values

Shared principles are about the dominant organizational culture within the company. This component also forms part of the company's vision. The common principles are in the 7S model's middle and this is done for nothing. The idea behind that is that all other facets are affected by the central values within a company. The founders have set up a business with a certain concept (vision). This radiates to all parts of the company. If central values within a company change, all factors within the company are affected by that. The mission of Klarity.in is: To provide honest, inspiring & well-researched guidance to students

Staff

It has an effect on what sort of personnel you attract as an organization. The company's workers are very friendly and are always there in times of need. HR is encouraging and motivating. The piece of work is not monotonous and imaginative.

Style

When it happened, the next day we had a presentation and the one who made it had to go for some emergency reason, we took responsibility as a team and did the presentation for him. There has never been a feeling of hatred and unfair rivalry.

➢ Skills

This is about the skills that are available in the organization. The firm's strength is its leaders, who are inspiring and encouraging each other to go further.

Subsequently, the idea of driving the McKinsey 7S model is for the 7s to be incongruity. On the off chance that one of the 6s sometimes falls short for the others, this would unfavourably influence business activities. I state 6S, not 7, in such a case that the centre S (Shared qualities) shifts, at that point it will influence all different Ss.

3.11 Management Practices in the Company

Culture is people's collection; every day, Klarity.in's 50 employees make independent decisions. Culture is how you feel confident, Mr Manmeet Singh Akali as the company leader says that each of those decisions is the right one. He believes that in an environment where you say, people are not allowed to make decisions; is obviously not working. Core values are the foundations of culture. They represent the fundamental beliefs around which culture develops. The company tries to follow these things to keep their values intact:

➢ Ethics-Do the Best, not the Easy.

➢ Team-It's as strong an organization as the band.

➢ Listen- Steve Jobs is not one of us and we listen to our clients.

➢ Spend wisely- We save every penny that we receive.

➢ Enjoy the trip-The trip and the learnings are all about it.

➢ No leaving- As Will Smith says, 'We're moving on a treadmill, then you're stopping me from dying

Adapting to changing contexts: In a start-up, the community-agility. You need to develop cutting-edge products and services that can ship faster and meet with the needs of your customers. Another factor which comes into the picture is unhesitating and overestimating demand.

4. Conclusion and Recommendation

Working in a start-up has helped me gain more perspective on different approaches that can be used to solve a problem and deal with the situation. While I missed the opportunity of working on the field due to the current crisis, it helped me adapt to the changing environment and come up with creative ways to get things done. To start things from scratch and participate in the decision-making process has taught me about various aspects of the business.

Klarity.in is able to create a niche space for itself by enforcing its main objective that is to provide one to one placement mentoring in the interest area of the students. While most of the Ed-tech apps provide personalized tutoring but fails to provide a fresh perspective and valuable insights that come from experience, the fact that Klarity.in has a strong network of 200+ senior industry professionals with 6- 10+ years of experience in their domains helps in grabbing target audience attention for near future. Since the company is in its initial stage, it has a great scope of development given the changing scape of the education industry as a whole. With comprehensive investment in AI using periodic benchmarks of progress made by individuals, customized learning paths can be generated to maximize learning performance. The company can focus more on its online services which will help them in sustaining their business in the long term. Investment on creating visibility among the target audience through Google Ads will help company generate more revenue given the current scenario where demand for preparation services are likely to increase.

5. The outcome from the Project

The project can be used for the preparation of the case study on the ed-tech industry. The company can use the project for formulating marketing strategy.

6. Learning from the SIP

➢ **Business Development and Developing CRM tool**

Following were the tasks done by me during first week of the internship:

- I spent the first two days in understanding company's objectives, guidelines and expectations.

- And then I conducted the required market research of the allotted geography-Uttar Pradesh and Andhra Pradesh

- And then I collected the secondary data to find out MBA Colleges. The below-mentioned details of each college were found to create CRM tool using Google sheets-

a) Batch Strength

b) Annual Fees

c) Student Leader Details

d) Director Details

e) Training and Placement Officer Details

- Upon gathering the data, I analysed the data and prioritized which colleges to approach first, based on the below parameters:

a) Batch Strength of College

b) Annual Fees of the College

c) Location of the College

- And then I made an appropriate strategy to

a) Initiate Customer Engagement Activities like free webinars, recorded podcasts

b) Conduct sales and other required actions

c) Generate leads using the stakeholders like -Student Leader, Director, Training and Placement Officer

d) Convince the above-mentioned stakeholders to engage students of their respective colleges in our webinars

e) Do timely follow-ups to ensure maximum participation in webinars

f) Maintain database

- Ensure all the data from the below mentioned are stored-

a) Feedback of TPOs, Student Leaders and Directors

b) Number of students from each college who attended the webinar

c) Mentioning the status of the emails sent

> **Sales Management**

In second week I got my first project which dealt with sales management. A sale is a 6-step process, which in detail is-

- Prospecting-
a) Finding out potential customers in the area of concern
b) Determining the need and affordability of our product/ service

Takeaways - Potential clients' list/ database was big and variable enough to give me conversion flexibility and multiple options to refer from while doing the on-field sales through cold calls and emails.

- Preparation
a) Doing initial research about clients
b) Analysing client needs and customizing the product, if and as needed

Takeaways - While doing initial research about clients, I studied and analysed all the stakeholders including competitors. And then I pushed for the standardized normal product which everyone uses. If a client is seeking customized product, I ensured standardization is followed while pursuing customization

- Approach
a) Set- up an appointment with clients
b) Give them an idea about product/ service that Klarity.in offered
c) Analyse their initial response to the proposal

Takeaways – It was important for me to establish a good first impression as a good first conversation with the potential client have higher chances of sales conversion

- Presentation

a) Actively demonstrate product/ service to the customer

b) Be cognizant of companies' feedbacks, requirements

Takeaways - Clients seek for an easy and short presentation with more concentration on quantitative data. Qualitatively customers stress on these points-

1) The objective of the proposed project

2) Pricing involved in the project

3) Returns expected out of the project

4) Feasibility of the project

5) Value addition of the project and others

- Closing

Leads can be classified into three types-

a) Cold

b) Warm

c) Hot

If a lead is hot/ warm, I followed these strategies -

1) Created a sense of urgency amongst the customer, in terms of the future price spike, unpredictable availability of seats etc.

2) Offered discounts, cash backs, free one month services and other promotional prospects to get them on board.

Takeaways – I realised that it was important to have a deal closing strategy which safeguards the interests of both the parties.

- Follow Up

a) Turn the customer into a happy customer as he/ she can lead to more potential customers

b) Constantly keep in touch, seek feedbacks, attend to their needs

c) Have basic knowledge about the product you sold in order to help clients

Takeaways –I understood that it is important to establish good contact with present customers because they are retention cost is low than the cost spend on acquiring new ones

➢ **Relationship Management**

As a part of the second project, all the interns were introduced to the mentors working with Klarity.in and asked to maintain a cordial relationship with them through regular conversations and combined efforts in developing blogs for the company.

➢ **Digital Marketing Strategies**

The second project also dealt with developing digital marketing strategies. During the period of two months, I was able to strategize and implement a few of my strategies like discount coupon, generating keywords for SEO to attract organic traffic, designing and generating the content of infographics. I was also working with real-time data generated through Google Analytics to better understand the backend of the website and target accordingly. The following infographics were featured on LinkedIn and Instagram handle of Klarity.in
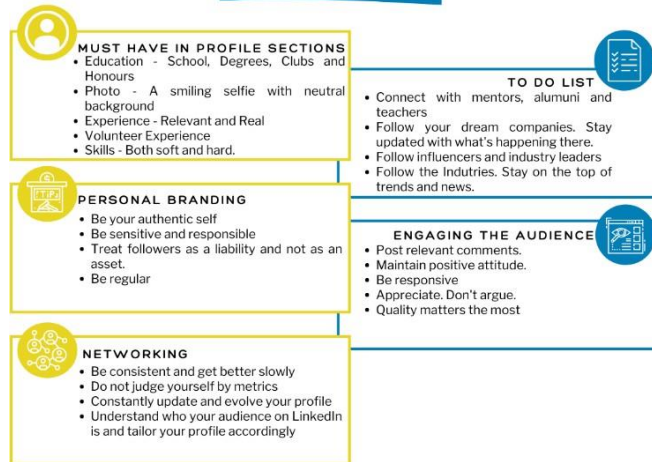
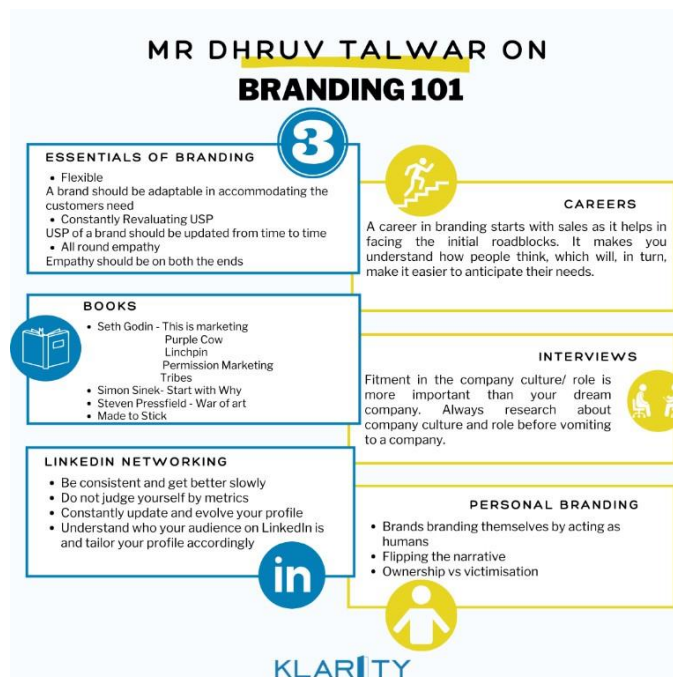*Figure 16 INFO GRAPHIC OF WEBINAR*

Figure 17 INFO GRAPHIC OF WEBINAR

➢ **Content Generation**

I also learnt to generate content by writing blogs for the company and preparing messages that were sent out to Training and Placements Officers and Directors of colleges to build the relationship and keep them informed about the upcoming events. Below is one of the blogs I wrote during the internship.

<u>Covid 19 Financial Crisis VS 2008 Global Financial Crisis - A false comparison</u>

Everyone is familiar with the financial crisis happening across the globe due to COVID 19 outbreak. Leaders talk about the positive outcome from the 2008 crisis in terms of innovation, economic reforms and so on. While there are a lot many things common in both the crises, is it wise to compare a pandemic to reckless financial engineering?

In 2008, combating the crisis was easier. There was a certainty with regards to the problem. What needed to be fixed was the epicentre where it all started and once it was taken care of, the situation worldwide started to improve. On the contrary, COVID Financial Crisis does not have an epicentre, it has affected all the countries no matter how big or small they are. The list of unknowns is so huge that fixing one particular segment is not enough. The recovery is not so certain this time. Our only hope to come out of this crisis is to get a solid cure against this pandemic!

While the solution for the financial sector worked well for the sector dealing with real movement of goods during the 2008 crisis. This time around both the sectors are facing off each other. Finding a win-win situation seems impossible. Short term reliefs in one will lead to long term collapse in another. Back in 2008, all the countries united to fight the battle but this time around geopolitics is turning sour. The current COVID crisis is recurring from time to time which makes recovery even more difficult. Looks like the virus is here to stay where the recovery graph is dropping from U to V to W.

Though India is taking baby steps to revive the economy through fiscal and RBI packages, the only silver lining for India is its forex reserves. The dilemma between life and livelihood is another major concern for Indian economy. India is weakly positioned to tackle COVID Crisis. The FBI reforms is likely to shape the economy in coming times. Although the ease of doing business ranking of India has come up from 100 to around 60, a survey suggests that doing

business in India is still not easy due to bureaucracy. While the central government has made quite a few reforms, getting clearance from the state government is still a difficult task. When we compare India to Vietnam and Thailand, the processes in these countries are more focused, centralised and agile. Also the infrastructure in India is not very well integrated which increases the cost of transportation. Nevertheless "Aatmanirbharta" might turn the table in India's favour and restart the economy.

With the recent amendments, the government has protected the domestic businesses from hostile takeovers from China and made sure that the rest of the world still pours in capital in India. Migration of labourers back to their hometowns have left people speculating about the development in rural areas. These labourers can definitely contribute in building schools and canals but when it comes to proper infrastructure, India requires skilled labourers and special entities. The government is doing its best to avert the risk associated with NBFC's by availing money to banks but banks fear the loss and choose not to lend. There is a dilemma between bailout and stimulus but one needs to understand that both follow each other. The expectation that the IT sector will not see layoff is true for the short-term but in the long term even IT will take a big hit from COVID crisis. The IMF report claims that the entire world will face recession but India will reap the benefits. Dear IMF, when you see carefully you'll understand that the picture is not so rosy of India either.

The job market especially in the finance sector has taken a huge blow because finance is basically service centric. Selling financial products has become difficult for banks. Assuming that people in urban areas can still be targeted as they are tech savvy and buy everything online is also a wrong assumption to make because the percentage of that segment is very low. The job roles like relationship manager, consultants might not exist if the current crisis elongates. The most stable sector within finance is risk management and equity research as the job losses are not so much because in times like this these are the essential services that companies require. New hiring is dependent on the cure of the COVID virus. Situations are bad but what a MBA student can do is focus on building their profile. Finance students must focus on developing their core finance skills through certifications which are renowned and recognised like CFA. Having said that upskilling is also important. Finance knowledge is just not enough in these times of cut throat competition. Skills which are oriented towards IT, statistics, data visualization and excel. Lastly networking can always do wonders.

A wise man once said "There is always something that can be learnt from every situation". The COVID crisis has taught the countries

that even the identical problem requires a unique tailor made solution. Policy makers should not be committing the same mistake as Abhimanyu committed in Mahabharata, exit should be planned more carefully than the entry. Banks should not be blinded by short term results, always look at the bigger picture. Living in the moment sounds like a good idea, but remember we are all not dead in the long term after all!

➢ **New Product Development**

Under this, I was involved from inception to execution of the project. We were tasked with developing a new offering for the company. As an intern I was asked to develop an offering under the Marketing/Digital Marketing domain.

The **first step** was to understand the kind of courses offered by competitors in the same domain. This was accomplished by doing secondary research into the activities of the competitors and evaluation their offerings based on criterion like **price**, **duration of course**, **pedagogy**, **material provided** and **certification**.

The **second step** was to identify the needs and wants of the customer base. This was done via two primary research tools, **a questionnaire-based survey** (snapshots given below) and **a focus group discussion**.

The results from these activities were evaluated and then with the help of Klarity's industry mentors the Team at Klarity was able to develop a Digital Marketing course, which they intend to release once they can associate with an institute for a certificate.

Course Survey

Survey On Marketing Courses

* Required

Email address *

Your email

Name *

Your answer

Educational Background *

○ Engineering

○ Commerce

○ Hospitality

○ Management

Present Institute

Your answer

How aware are you about trends in digital marketing? *

	1	2	3	4	5	
No idea	○	○	○	○	○	Well Aware

Based on the current trends what type of course can aid in making your skill set better fit for the current market? *

○ Digital Marketing

○ Market Research

○ Social Media Marketing

○ Basic Sales Techniques

○ Other: _____

What type of topics would you like to cover? *

☐ SEO

☐ SEM

☐ Facebook Marketing

☐ Instagram Marketing

☐ Web Analytics

☐ Other: _____

What Should be the duration of the course? *

○ Long (4-6 months)

○ Short (4-8 weeks)

○ Crash Course

Purpose of doing an online course *

○ Better Profile

○ Upskill

○ Better job prospects

○ Other:

Pedagogy *

◯ Theoretical

◯ Case based

◯ Live cases from industry professionals

◯ Other: _____

Price Point *

☐ 0-3000

☐ 3000-5000

☐ 5000+

Are courses taken by industry professionals more appealing? *

◯ Yes

◯ No

What type of sessions would you be more attracted to.. *

◯ Live Sessions

◯ Pre-Recorded Video Lectures

◯ Pre-Recorded Video Lectures+FAQs sessions once a week

◯ Self study material+FAQs sessions once a week

◯ Other: _____

If you are hesitant to avail such a program, what are the reasons? *

◯ Lack Of Advertisement

◯ Unsure of programs

◯ Already occupied with college sessions and webinars

◯ Pricing Problem

◯ Parents unsure

◯ I do not need it

◯ Other: _____

How much time daily are you willing to contribute on such sessions? *

○ Less than 1 hour

○ Less than 2 hours

○ Less than 3 hours

○ Other: _____

What platform would you prefer for learning?

○ Mobile App

○ Website

○ Physical Sessions

○ Other: _____

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