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Summer Internship

Final Report

Company Name: SD PROMO MEDIA PRIVATE LIMITED

Submitted To: Prof. Sandeep Trada

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Batch: MBA - FT (2019-2021)

Institute of Management, Nirma University

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Undertaking

I, Jitendra Waswani, hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance of Mr. Pallav Singh, Marketing Head at SD PROMO MEDIA PRIVATE LIMITED and Prof. Sandip Trada, Faculty, Institute of Management, Nirma University. This project work is submitted in the partial fulfilment of the requirements to be awarded the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate-ship or any other similar title.

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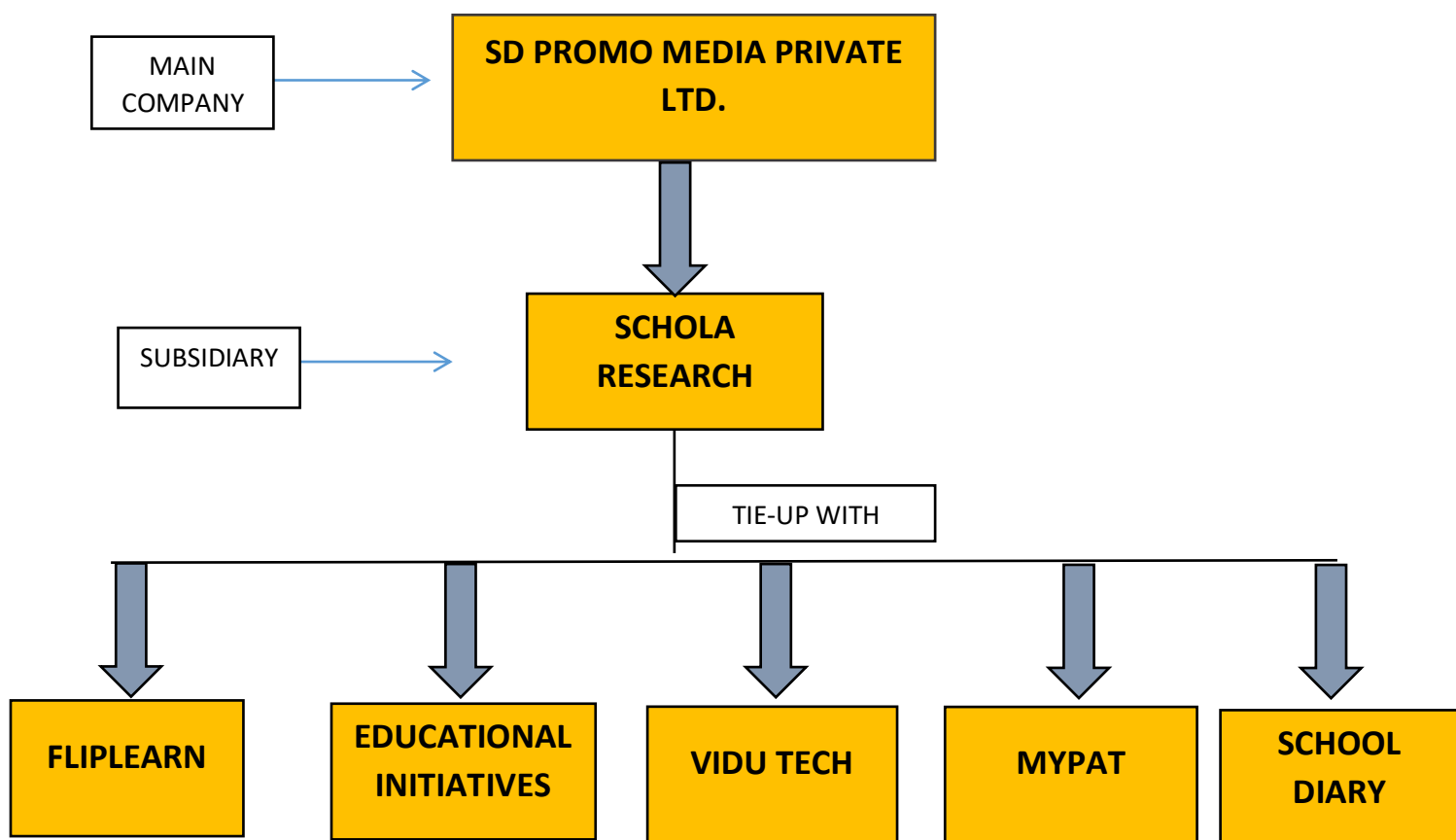
Executive Summary

During my Summer Internship, I worked with “Schola Research” consultancy firm of SD PROMO MEDIA PRIVATE LIMITED. Schola Research tied up with number of digital educational platforms and provides services to them i.e. they provide clients (Schools, Educational Institutes) to these platforms. My role was to make calls to Directors or Principals of Schools and considering their requirement pitch them about the best solution (Online platform). Secondly, I was involved in generating lead through different medium mainly through LinkedIn and pitch them about our product. I mainly converted leads into Marketing Qualified Lead and transferred them to sales team. My task was to convince the leads to go for Demo and thereafter it was the role of sales team to convince them to buy the product. In order to organize Demo, it was my task to select a product based on requirement of client and get it verified by our senior and schedule a demo for the lead.

Part-A

SD PROMO MEDIA PRIVATE LIMITED

Structure



SD PROMO started a new consultancy firm with the name “Schola Research” to provide services to organizations providing digital platforms for conducting online classes, online content & assessment. Schola Research provides clients to the firms they tie up with, clients are schools and institutions.

In last one month Schola Research tied up with few more companies to provide platforms for Augmented and Virtual Reality platform, Robotics etc. Now they are targeting schools or

institutions that are part of this segment along with other schools. They have tied up with 3rdflix, Myclass etc. to provide more services to clients.

New Product

3rdflix: This platform is specifically designed for Augmented & Virtual reality and robotics. Here, target of organization is institutes involved in mechanics.

Project Work

I have divided task based on how organization allotted to us:

Week One

During first week, company provided us deep understanding of different products. Role of SD PROMO MEDIA PRIVATE LIMITED is to provide clients to EDTECH companies. Hence they organized demo sessions of number of products of different companies. In the demo session complete knowledge regarding products of different companies was provided to us. Each demo session was of different company of their own product.

The role of conducting this demo session was to make us understand the role of each product i.e. which product to use for which client, considering their budget, number of students, content and other requirements.

Week Two and Three

In second and third week, training regarding calling was provided to us. We just use to listen to our seniors how they are dealing with the clients/prospective over the call. Further, we use to make trial calls to our seniors in order to make our self-more presentable. They provided us details and our task was to suggest them a product as per requirements.

Secondly, organization provided us Data of number of schools of Rajasthan. Our task was to send them mail. Mail was based on the Digital Education Eco-system.

Thirdly, they asked us to write article based on Online Classes, Test etc. generally based on Digital Education Eco-System.

And lastly, they asked us to join the Facebook group of School Principals and Directors.

Week Four to Eight

Organization provided us data of schools of Rajasthan. Our task was divided into following steps:

1. Tell them about who we are.
2. Confirm by asking from where he/she is i.e. School Name.
3. Identify whether they are using any product to conduct online classes or not.
4. Now, understand whether he/she is looking for any solution or not.
5. Understand the requirement, in order to organize a demo session (No cost for demo session)
6. Once done with everything, organize a demo and then transfer the lead to sales team.

Few of Schools I Have covered:

BLOSSOM SENIOR SEC.SCHOOL
BLUE BELL ACADEMY UPS
BLUE BELLS SENSEC.SCHOOL
BLUE BIRD PUB SCH
BLUE DIAMOND SCH. FATEHPURA UPS
BLUE HEAVEN SR.SEC. VIDHYALAYA
BLUE STAR PUB. SEC. SCHOOL
BRAIN CHILDREN ACADEMY
BRAIN CHILDREN SEC SCHOOL
BRIEHTMOON SHI. SANSTHAN SCH. CHOTA UPS
BRIGH FUTURE ACA.PS TATIYAWAS
BRIGHT BIRDS SCHOOL PS
BRIGHT BUDS SR. SEC. SCHOOL
BRIGHT CAREER SHIKSHAN NIKETAN SEN. SEC. SCH.
BRIGHT CENTRAL ACADEMY SEN.SEC

BRIGHT FUTURE ACADEMY PS
BRIGHT FUTURE CHILDREN ACADEMY UPS
BRIGHT FUTURE INTERNATIONAL ACAD PS
BRIGHT FUTURE PUB.J.COLONY
BRIGHT FUTURE PUBLIC SEC. SCHOOL
BRIGHT INDIA SEC SCH
BRIGHT INTERNATIONAL SCH UPS
BRIGHT LAND GIRL'S SR SEC SCH
BRIGHT MOON ACADMAY UPS
BRIGHT MOON PUB SCH RAMSINGHPURA SEC
BRIGHT MOON PUB.SENSEC.SCHOOL CHOMU
BRIGHT MOON PUB.SEN.SEC.SCHOOL G.GARH
BRIGHT MOON PUB.UPS SCH. KHORA SHYAMDAS
BRIGHT MOON PUBLIC SCHOOL SEC
BRIGHT MOON PUBLIC SCHOOL UPS
BRIGHT MOON SEC.
BRIGHT MOON SEC. SCH. BEELWARI
BRIGHT MOON SEN.SEC. SCHOOL
BRIGHT MORDEN PUBLIC SCHOOL UPS
BRIGHT PEARLS ACADEMY
BRIGHT PEARLS PUBLIC SCHOOL UPS
BRIGHT PUB SCH UPS
BRIGHT PUBLIC SCHOOL UPS
BRIGHT STAR USP AMARSAR
BRIGHT STAR ACADAMY SCHOOL
BRIGHT STAR PUB SCH UPS
BRIGHT SUN PUBLIC SCHOOL

BRIGHT SUN SR.SEC.SCHOOL
BRIGHT WAYS SCHOOL SEN SEC
BRIGHT VVYA CHIL. ACCA. DANTRI
BRIGHTCAREERPUB.SEC.SCH.DHANKYA
BRIGHTMOON PUBLIC UPS KHATERI
BRIGT FUTURE SCHOOL UPS
BRIGTFLOWERS SCHOOL SEC.
BRIGTH FUTURE SR SEC. SCHOOL
BRIGTH SUN PUBLIC SCHOOL V.PURA
BRIHGT FUTURE ACADEMY UPS
BRIJ BAL MANDIR SR SEC SCH
BRILIANT PUB SR SEC SCH.
BRILIYANT MATHED SR SEC SCH
BRILLIANT ACADEMY SCH CHOMU SEC.
BRILLIANT CHILDREN ACADEMY UPS
BRILLIANT CHILDREN'S ACADEMY UPS SCH
BRILLIANT CONVENT PUB SCH UPS
BRILLIANT INTERNATIONAL RAJNOTA UPS
BRILLIANT STUDENT PUB.SCH SEN SEC
BUNIYAAD PUBLIC SCHOOL UPS
C M SCHOOL UPS
C. S. A. MEMORIAL SEN.SEC. SCH. BAGHAWAS
C.G.M. EDUCATION BAJRANG PURA SEC. SCH.
C.L.E.PUB.SCHOOL JAGDISHAPURA SR SEC
CAMBRIDGE ACADEMY UPS
CAMBRIDGE COURT HIGH SCHOOL SR.SEC.
CAMBRIDGE INTERNATIONAL SCHOOL

V.PURA
CAMBRIDGE KIDS PS
CAMBRIDGE PRIMARY SCHOOL
CAPTIAN R.K.CHOHAN UPS
CARE INTERNATIONAL SCH UPS
BHASHICAR SHIKSHA NIKETAN SEC. SOH
CARE PUBLIC SEC SCHOOL
CAREER CONVENT UPS SCH. NANGAL PUROHIT
CARIER POINT MONTESSORY SEN. SEC. SCH.
CARRIAR POINT PUB.SEN.SEC.SCH. KALADERA
CEMBRIGE INTNATIONAL SCH. PS
CENTAR CONVENT SEC SANSTH
CENTARAL ACADEMY SEN SEC.
CENTRAL ACADEMY SEC SCHOOL
CENTRAL ACADEMY SEN
CENTRAL ACADEMY SR. SEC.SCHOOL
CENTRAL ACADMY UPS SCHOOL
CENTRAL CHILDERN AC.SEN.SEC.SCH. KANWAR

Lead Generation

Organization provided us a LinkedIn Premium account. Our task was to search for School Directors, Principals and Chairperson of different states allocated to us. We used to get this data in MS-Excel and provide it to our marketing team. Than the data was given back to us to contact them and pitch about the product.

We also used to generate leads through our Facebook accounts via groups of principals and directors we were part of.

Response (from Prospective/Clients)

School principals were polite in behavior, especially of English Medium schools.

Few times they were busy and asked us to call later, but they never responded us again.

Due to Covid-19, most of the schools were looking for online options, there response was good because at this point of time government didn't allowed schools to operate, hence many schools were shifting towards online platform.

Many schools were using Zoom to conduct online classes. Hence it was difficult to convert them into customers.

Situation Analysis

Present Situation and Future Outlook

The country holds an important place in global education industry. However, there is still a lot of potential for further development in the education system. The government is also working on increasing its gross enrolment ratio by 30% by 2020 which will help in boosting the growth of distance education and online education in India. The government is also planning to promote the education sector to help increase the share of overall services' sector in the GDP of the country. Education in India is provided by public schools (controlled and funded by three levels: central, state and local) and private schools.

E-learning and Distance learning programs are also becoming popular in India. Many students and working professionals are taking these courses or curriculum to get a quality education. The major factors which are making people to incline are world-class curriculum, comfort, and low costs. India has the world's largest higher education system and it ranks second in terms of student enrolment in higher education.

Some of the major plus points of online education are flexible hours, affordability, and adaptability according to needs. However, there are some disadvantages also like difficulty with technology and interface, people in country may know how to use internet due to its affordability but still the major population of country don't know how to use computers and laptops and another thing which we need to work on due to absence of offline education is the perseverance.

And that's why day by day many companies are coming into market by presenting a innovative and intuitive way of learning through online education. And due to current COVID-19 pandemic the classes are shifted to online platforms and not only in private but in govt. sectors also. Even the big companies are coming ahead to invest in education sector especially online education sector in India. The country has become the second largest market for e-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million users.

To understand and comprehend the current scenario the company is, I have performed a SWOT analysis, PESTEL analysis, Porter's five forces and 7-S framework. The analysis will provide us a clearer picture on the problems the company is facing and how it can use its strengths to rectify them.

SWOT Analysis



Strengths:

1. Sales Force: Organization has skilled and trained sales people, which was key to their success.
2. Coordination: Coordination between the employees of SD PROMO MEDIA PVT. LTD. Was really great, everyone was willing to help each other and take responsibility if someone was not available at a particular time.
3. Data Availability: Although Data was not stored in a systematic way, but they had data of thousands of schools.
4. Online Marketing: Organization had platform for social media marketing which generated number of leads for Sales Team.

Weakness:

1. Meeting Schedule: There was no fix time to conduct meetings, few a times meeting were conducted at very short period of notice.
2. Data Storage: Due to the way data was stored, it wasted time of sales and marketing team, because most of the Hindi medium school don't prefer to go online.
3. Free Platforms: Presence of free platforms like Zoom, Google meet affected sales because schools prefer to use free platforms rather than paid one.

Opportunity

1. Social Distancing: Due to Covid-19 (Social Distancing) schools were not allowed to conduct classes physical and forced to shift to online portal, hence it was huge opportunity for the organization to increase its sales or market presence.
2. Organization got opportunity to tie up with number of companies which provide platform to conduct online classes.
3. Now schools and students will be more familiar with the online platforms, hence company can expand its market.

Threats:

1. More number of Organizations: More number of organizations entered into this field due to huge opportunity.

2. Traditional Process: Schools generally don't prefer to go online; hence it was difficult to convert them into customers.
3. Availability of free platforms: Many free platforms such as Zoom, Google Meet etc. were available in the market, hence it was difficult to shift a school from these free platforms to a paid one.

PESTEL Analysis

Political: Presently all political decisions are in favor of organization because they are not allowing physical classes and encouraging schools to go for online platform till situation improves.

Economical: Presently due to Covid-19 economy is suffering, but it's a great opportunity for digital educational platforms, reason being school are not able to conduct classes physically, hence huge amount of revenue can be generated.

Social: Presently society is suffering due to unemployment and low income, this creates a problem because parents are not willing to pay fee at this point of time which affects the revenue of school and ultimately affects the revenue for our organization.

Technological: The platform Schola Research provides are technologically advance and covers the entire requirements of clients, based on technology. Further because of technological advances these are available at low cost as compare to cost of conducting classes physically.

Environmental: The platforms are in favor of environment because at this point of time when schools are not able to conduct classes these platform provide them an opportunity to save students time by providing them sources of learn.

Legal: While considering legal aspects organization follows all the rules and regulations of government and certified by the same. Further proper agreements are signed with clients.

7 S Framework

Hard Elements

1. Strategy

Goal of the company is to target as many schools as possible because due to COVID-19 it will not be possible for schools to have physical classes for at least next three months or may be more. Hence company has framed strategy to increase its sale and product reach. Firstly, they have targeted north region, specifically Rajasthan.

2. Structure

Company has specific department for different functions such as Finance department for finance, Marketing department for marketing activities, HR department and many other. They follow a systemised schedule and structure where every work is scrutinised & checked and then transferred to authoritative personnel. Hence this reduces the chances of error/s in the organisation. They also provide sales training to Interns, so that they can perform with full efficiency.

3. System

Company conducts meeting of different department in every 7 days, so that every department can understand the requirement of other departments. For making any kind of decision team meeting is arranged so that effective decision can be taken.

Soft Elements

4. Skills

Company mainly focuses on Sales skills of people and how effective one can be while dealing with clients or how one can convince school representatives to buy a product.

5. Staff

Number of employees in the organisation is 11-50 (company size). Most of the employees are of Marketing and Science background and have great understanding of the marketing field.

6. Style

Employees of the company have freedom to suggest any kind of change. Company follows supportive style of leadership. Founders participate in number of activities with employees, in order to motivate and encourage them. They also conduct direct meetings with the employees to address their questions and suggestions.

7. Shared Values

Environment of company is warm and supportive. All members of company make every possible effort to maintain peaceful environment. Company is strict when we consider quality and timeliness of work. Company has very clear rules and regulations, when an employee breaks any kind of company rule and regulations; he/she has to suffer with penalties for the same. Company employees participate in the number of sports which are organised by company itself or other companies; this makes the strong bond between employees.

Porter's Five Forces

Porter's five forces is a model, which helps us to justify why different industries are able to sustain in such a diverse market with different levels of profitability.

These five forces are:

- Competitive Rivalry
- Supplier Power
- Buyer Power
- Threat of Substitution.
- Threat of New Entry

1. Competitive Rivalry: Many companies provide same services as Schola Research provide. There are many competitors such as ExtraMark, Unacademy, Byju's and many

more. Hence, it is necessary for company to take feedback from clients, so that improvement or change can be made. Moreover, in order to win over the competition, company have made agreement with companies that provide products at reasonable rates.

2. Supplier Power: Supplier here, are Fliplearn and Educational Initiative, company sells product of these two companies in the field of E-learning. So when they make any kind of change in agreement or product functionality, price etc. it effects whole process of Schola Research, in such a case change in strategy is required i.e. how to convince clients with the change. Moreover, when competitors such as Byju's or Unacademy come up with any new product or initiative it affects sale of our platform.

3. Buyer Power: Here, Buyers are schools with CBSE, ICSE and State Board. So, the ability of schools to pay plays an important role. School with high fees, generally, does not feel difficulty while buying. Another thing is Number of Students, our product's price also influenced based on number of students in the school. School with more number of students buy more product hence company also provide them some discount.

4. Threat of Substitution: Threat of Substitution is high in this field of business. In case if school does not find the product effective and not getting improvement in result, than they have the option to shift easily because of number of players in the field. Moreover, there are other factors as well which may cause client to shift to competitors product such as User Interface, Customised Questions, Content Quality, ability to attract users etc.

5. Threat of New entry: Although there are high chances of new entry, but companies with strong brand image does not feel any kind of threat due to their agreement and bonds with their clients.

Problems

- **New Entry:** Schola Research established in the year 2020, hence it was a new player in the market due to this it was difficult to create trust for clients.
- **Monopoly and Top market players:** Players like Byju's, Unacademy have framed strong image in the market and captured major market, hence it was difficult for new organization to create more number of customers easily.
- **Acquisition of Right Talent:** Because Schola Research was a new entrant hence it became difficult for them to acquire right people.
- **Lack of formalization:** Few meetings were conducted without any schedule; everyone was not available at that point of time.
- **Data Storage:** Data was not stored in systematic way; data could have been stored based on Hindi and English Medium schools.
- **Information:** Very limited financial information was shared with interns, information about cost and price could have been shared in proper manner.
- **Tools for interns:** Very limited tools were provided to interns for social media marketing; hence this affected the learning of interns.

Organization provided us data of number of schools and our task was to pitch them about the product. There was an issue with the data i.e. it wasn't stored in proper manner; data could have been stored based on Hindi and English Medium school. This would have saved time of marketing team reason being most of the Hindi Medium schools don't prefer to go for online platforms. Further, organization provided data in large numbers hence it was easier to make number of contact based on that data.

Part-B

Suggestion and Recommendations

- More systematic work could have been done from organizations side. Meetings could have been scheduled in advance, although many of the meetings were scheduled in advance but few were at very short period of time.
- Organization should follow a systematic method to store data, presently they are storing data of a particular city (schools) as a whole. They should divide it into two categories i.e. English and Hindi Medium. Hence more number of schools could be covered at a short period of time because English medium schools prefer to go for online session more as compare to Hindi medium schools.
- Organization involved interns only in Marketing Team not in sales. They could have involved us in sales task as well.
- Organization should provide some tools of social media marketing to interns, in order to make them things more understandable.

Part-C

Learning

- Cold calling plays an important role in the people of marketing field, here I learnt about how to deal with your leads/customer, create trust, pitch about your product and how to deal with their requirements.
- I learnt about how to convince prospective/clients.
- Different person have different behavior, hence during cold calling I understood how to tackle different customers.
- This internship taught me how to understand the people and suggest them a product based on their requirement.
- Cold calling has increased my patience level because many a time we used to call our lead but they were never in a mood to deal politely.
- I learnt about how to generate lead through different channels such as LinkedIn and Facebook.
- This internship has improved my communications skills and removed my hesitation to deal with the client.
- Organization provided LinkedIn premium accounts to interns in order to generate leads, hence this was the new tool I learnt about.
- I learn that it is important to have continuous conversation with your prospective if you want to convert them into customers.
- This internship had improved my interpersonal skill, everything we did was through calling only, hence I came to know how to present yourself on calls and create trust for your organization.
- Most importantly, I came to know how to suggest a particular product to a customer based on his requirements and needs.
- This internship taught me a concept of relationship building, many a times our leads were using some other platform, but our Senior Team told us to be in touch with them so that if in future they need anything they should contact us.

Reference:

www.scholares.co.in

<https://www.linkedin.com/company/scholares/>

Thank-you