



FINAL REPORT ON

MARKET RESEARCH, ANALYSIS & BUSINESS DEVELOPMENT BY  
USING INTEGRATED MARKETING STRATEGIES

COMPANY NAME: - ACADEMY OF CARVER AVIATION

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## **TITLE DETAIL**

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## ACKNOWLEDGEMENT

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In today's competitive environment, there is an existence race in which those who have the desire to succeed win. The Summer Internship Project serves as a link between theory and practise. I received the opportunity to conduct my Summer Internship at Academy of Carver Aviation Pvt. Ltd because of this willingness.

First and foremost, I want to express my gratitude to Almighty God for providing me with the strength to pursue the correct route in life. I'd want to express my gratitude to the Institute of Management Nirma University for providing me with the opportunity to complete my SIP at the Academy of Carver Aviation Pvt. Ltd. I feel obliged in taking this opportunity to sincerely thank our Prof. Parag Rijwani for their continuous efforts in molding us to good entrepreneurs and also good humans.

for providing me with valuable insights into the actual corporate world and for providing me with excellent learning opportunities throughout the Internship. His continual efforts to help us learn have resulted in us learning for a wonderful future, practical knowledge, and awareness of all aspects of the courses. His unquestioning support throughout the Internship encouraged me to complete the task. I also would like to thank Prof. Parag Rijwani, Faculty Guide, for his efforts on making our Internship comfortable and helping in resolving our issues throughout the SIP.

Mrs. Swati Chaudhary, Digital Marketing Head, Academy of Carver Aviation Pvt. Ltd, is also to be thanked for making us feel like family. I'd also like to express my gratitude to Mr. Sumit Rathod, Offline Marketing Head, for being a source of inspiration and motivation along the journey.

Finally, but certainly not least, I am grateful to all of my professors, friends, Carver Aviation family, and other contributions who have always been kind and encouraging during this adventure. I don't have any meaningful words to express my gratitude, but my heart is still overflowing with gratitude for the kindness shown to me by everyone

## EXECUTIVE SUMMARY

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As an intern in Carver Aviation's marketing department, I learnt how to use a variety of marketing tools and advanced my knowledge. The company had offered CRM software to me for my first cold calling job, and some students had inquired about the course in the past. As a result, we must call them and update the customer's reaction (hot lead, in process, garbage lead). In a typical day, we might call 100-150 leads. My communication and negotiation abilities greatly improved as a result of this.

We learned from this call that the majority of students have similar questions or concerns, so we planned a webinar for the CPL course, and industrial experts were also invited to participate. Following the success of the first webinar, we held two further webinars, one for the PPL course and the other for the CPL course.

Along with the webinar work, we were also given the social media task. In terms of social media, I was given the Instagram handle, which is the company's primary source of lead generation. I was in charge of promoting the webinar with two interns.

Apart from this, I also focused on content marketing by writing numerous blogs, post and wring answer and promoting company on Quora. I was also responsible for the making video content.

And in these 8 weeks of my internship I gained expertise in various marketing segments. I grew as an employee, as a marketer. As the company follows an open-door policy, with my mentor's support, I also got vast opportunities to ask many questions and learn freely.

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## INTRODUCTION

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### INTRODUCTION OF THE COMPANY

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#### **ABOUT THE COMPANY**

Academy of Carver Aviation Private Limited (ACAPL) is a DGCA-approved Flying School, which has been in operation since 1995. ACAPL is a cutting-edge flying school based in Baramati, Maharashtra, and is a private company formed under the Companies Act of 1956. ACAPL is dedicated to providing young aviation enthusiasts with both theoretical and practical flying information.

- ACAPL offers pilot training as well as technical education in aircraft maintenance. The curriculum includes all theoretical and practical parts and combines licence and instrument rating for Commercial Pilot and Private Pilot.
  
- ACAPL is one of India's most prestigious and well-known flying schools. Hundreds of students have advanced their careers as pilots while working with Carver. They are experts in providing MRO (Maintenance Repair Overhaul Organization) services to aero planes. ACAPL is CAR145, CAR M, and CAR 66 certified, and it offers DGCA-approved AME courses for mechanical and mechanical students, as well as the Avionics Stream of Engineering.

#### **COURSES OFFERED**

<b>REGULAR COURSE</b>	<b>RATING</b>	<b>LICENSE ISSUE/ RENEWAL</b>
<b>Commercial Pilot License</b>	<b>Assistant Flight Instructor Rating</b>	<b>ATPL – Issue</b>
<b>Private Pilot License</b>	<b>Flight Instructor Rating</b>	<b>ATPL – Renewal</b>
<b>Aircraft Maintenance Engineering</b>	<b>Type Rating</b>	<b>PPL – Renewal/CPL – Renewal</b>
<b>Multi Engine Endorsement</b>	<b>Instrument Rating</b>	<b>AFIR – Renewal/ FIR – Renewal</b>
<b>Hours Building</b>		<b>RTR – Renewal</b>
<b>Re- Current Flying</b>		

- **Commercial Pilot License**

The Academy of Carver Aviation Private Limited (ACAPL) provides Commercial Pilot's License training to applicants who wish to pursue a career in aviation as a professional pilot. To get a Commercial Pilot License, the candidate must complete a minimum of 200 hours of flying instruction, and the SPL (Student Pilot License) is the initial step that can lead the candidate to a prosperous Commercial Pilot career

Customer profiling: - The customers for the organization are students with some eligibility criteria.

- 10+2 with Physics and Mathematics OR Pass these 2 subjects at 10+2 level from National Institute of Open Schooling NIOS- on demand exam
- Medical: Class II medical is to be done by a DGCA approved medical examiner Class I medical could be obtained in due course of training
- Age: - Minimum age 17 and above for application (18 years at the time of completion of CPL)

- **Private Pilot License**

The Academy of Carver Aviation Private Limited (ACAPL) provides a Private Pilot's License training for applicants who have always wanted to fly an aeroplane but were perhaps ignorant of the requirements. This license is intended for HNI (Higher Net worth Individuals) or individuals who wish to fly their own aircraft.

**Eligibility criteria**

- 10+2 with Physics and Mathematics OR Pass these 2 subjects at 10+2 level from National Institute of Open Schooling NIOS- on demand exam
- Medical: Class II medical is to be done by a DGCA approved medical examiner Class I medical could be obtained in due course of training
- Age: - Minimum age 17 and above for application (18 years at the time of completion of CPL)

- **Aircraft Maintenance Engineering**

The Academy of Carver Aviation Private Limited (ACAPL) provides an Aircraft Maintenance Engineering License, which is an excellent education for mechanical students. AME courses are designed for students who are specialized in the Mechanical and Avionics streams of engineering. They are dedicated to cultivating a breed of adept, talented, and knowledgeable engineering professionals to meet the ever-increasing need in the aviation industry.

- 10+2 in Physics, Chemistry and Mathematics OR Equivalent 3 years AICTE approved Diploma in Engineering OR a higher qualification in science with Physics and Mathematics
- Medical test Compulsory
- Age: - 16 years up till 24 years of age

**CARVER AVIATION USP:**

➤ **Location:** -

Carver Aviation is located in the **Rain Shadow area**, which allows them to fly all year. Carver Aviation is well-known for setting the quickest training records because of the location advantage. Good visibility is one of the most important aspects for safe flying circumstances, which may lead to safe takeoffs and landings. Generally, flying training in northern India is hampered by fog during the winter, while flying training in southern India is hampered by monsoons. Because Baramati is located in the Rain Shadow Region, flying is possible all year.

➤ **Infrastructure:**

- **Control tower:-**



- **Hanger:** - The DGCA-approved hangar has a floor space of 5000 square feet and can accommodate four aircraft at once. More work is being done to improve the system's ability to handle big aircraft weighing more than 5700 kilograms.



- **Apron:** - The Academy of Carver Aviation has access to a 1,80,000-square-foot apron where its fleet can be parked. Apart from holding our fleet, this apron also serves as a parking facility for visiting civil and military aircraft.



- **Runway:** -\_Academy of Carver Aviation operates a 7700-foot tarmac runway with a 150-foot width and an 11/29 configuration. They have clearance to fly outside of watch hours, giving them the advantage of being able to fly at any time. As a result, we fly from dawn to dark during the day and from dusk to dawn during the night, as required by the DGCA.



➤ **Other facilities:-**

- **Engineering:** - The engineering section is 5000 square feet in size and is located right across the hanger from the operations department. The DGCA has given this department permission to maintain the aircraft in our fleet.
- **Accommodation:-**
  - The hostel consists of 30 rooms on twin sharing basis respectively for trainees
  - The hostel has its own restaurant
  - Transportation services between the Airport and the Hostel in Academy buses.
- **Simulators:** - The Simulator Room for Instrument Training and Rating houses the DGCA approved single engine simulator ATC 610 and multi-engine simulator ATC 810. ACAPL also has three Cirrus II simulators (total of three) in the Computer Based Training Rooms, each with full visual and radio stacks, as well as VOR/DME and ILS capabilities.



## FLEET OF CARVER AVIATION



## **SWOT ANALYSIS OF THE COMPANY**

### **Strength**

- It has a 25 year of legacy
- Fleet size- Total 8 Aircraft including 6 Cessna 172, 1 Cessna 152 & 1 Multi Engine- Partenevia P68C.
- Carver Aviation is located in Rain Shadow region; it doesn't face the issue of fog or poor visibility which helps to conduct flying round the year.
- Carver Aviation having experienced & seasoned Instructors
- Advance infrastructure
- Strong digital presence

### **Weakness**

- Limited National Presence
- Less awareness among people about Carver Aviation Aircraft Maintenance Engineering
- Calling to the customer is late sometimes by the times they take admission in another academy.
- Slow decision-making process

### **Threats**

- There are different competitors in pilot training courses such as Indira Gandhi Rashtriya Uran Akademi (IGRUA), Chime Aviation academy, Delhi Flying Club, Government Aviation Training Institute and many more
- Indigo's separate pilot training courses for aspirants which itself a big threat to company

### **Opportunities**

- By adding new courses to their repertoire, Carver Aviation can increase their earnings.
- Creating a digital marketing team that can help them increase their visibility for the AME course.
- Increasing its advertising initiatives on social media channels through Aviation influencers.

- Improve the number of aircraft in the fleet to increase CPL intake capacity.
- Increase the number of revenue-generating options. 6. Increase the number of CPL and AME hiring partners.

## COMPETITOR ANALYSIS

### Indira Gandhi Rashtriya Uran Akademi



IGRUA is a flight school in RaeBareilly that specialises on ab initio CPL training. IGRUA operates a modern aircraft fleet that includes the TB20, Diamond DA40, Zlin 24L, and the multi-engine DA 42. It also has its own airfield, which serves as a training ground for pilots. Though there is no guarantee of placement, several students have been placed at Air India in recent years. At IGRUA, the cost of a CPL is around INR 38 lakhs.

### CAE Gondia (NFTI)



The second largest flying school is CAE Gondia (NFTI). CAE, a globally respected institution, manages it. The single-engine DA 40 and the multi-engine DA 42 are available from this manufacturer in Gondia, Maharashtra. It has its own airport for pilot training, just like the IGRUA. It also has an Indigo cadet pilot program that guarantees direct employment in IndiGo, however it is a little pricey (about INR 75 lakhs), but job security is guaranteed. There is also a standard CPL course that costs roughly INR 36 lakhs.

### Ahmedabad Aviation & Aeronautics Ltd. (AAA)



This flight school in Ahmedabad offers CPL, PPL, and Aeronautical Maintenance Engineering. The institute also offers air charter, flower petal showering, leaflet dropping, and joy rides in addition to the courses. They now own five single-engine aircraft fleets and have a solid placement history. In terms of cost, they charge 1 lakh rupees for AME and a total of approximately 24 lakhs for CPL.

### **Bombay Flying Club**



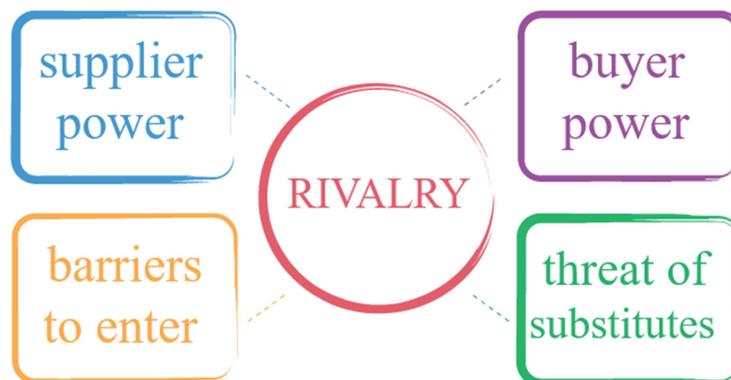
The Bombay Flying Club is India's most prestigious aviation institute, with DGCA approval. They also offer Commercial Pilot and Aeronautical Maintenance Engineering training to pilot professionals. The institute also offers ground and flight instruction, as well as 200 hours of simulation training, which is required for obtaining a CPL.

### **Madhya Pradesh Flying Club**



MPFC is a Bhopal-based company that offers students pilot instruction. They trained a large number of professionals, including Private Pilot License holders, Commercial Pilot License holders, and Aeronautical Maintenance Engineers, as a DGCA recognized organization. Cessna 152/A, Cessna 172R, 02 Cessna 152, 01 Cessna 172R are among their nine fleets (Garmin 1000).Porters Five Forces Model

## PORTER'S FRAME WORK



Competitive Position in the Industry (Using Porter's Five Forces)

### Competitive Rivalry:

In India, there is a lot of competition amongst these flying schools. Carver Aviation's primary competitors in this industry are institutions IGRUA, chimes academy, Bombay flying club and others, which draw highly qualified students from all around the country. Because there are a limited number of competitors and they are centered on a few key players, the rivalry is intense. Because aviation academies have such significant fixed expenditures, exiting this sector is extremely tough. Furthermore, these Indian aviation colleges must follow DGCA guidelines and adhere to safety protocols. Because all of the successful competitors are active on social media, they strive to create interesting posts and videos. Many institutes have already adopted aggressive digital marketing methods for their entrance enrolment for the upcoming session of courses as a result of Covid-19.

### Threat of New Entrants

Because of the high entrance and exit barriers, the threat of new entrants is low in this industry of flying institutes. Entry into this market necessitates a significant upfront financial investment, as well as qualified human resource specialists and extensive technical knowledge. Only those corporations enter the markets with the understanding that if they chose to depart, they will be obliged to incur significant losses. Because aviation institutes benefit from economies of scale, operating on a consistent basis for a reasonable period of time makes them lucrative, and because the threat of new entrants is reduced, they may maintain or even grow in the market.

### **Substitute products**

As far as threat of substitute is concerned, it is quite low in this sector because of non-availability of other transport that are as convenient and time saving as air transport.

### **Bargaining power of Suppliers**

Aviation firms are among the industry's suppliers, offering students work prospects once they complete courses like as CPL, AME, and others. For an aviation institute like Carver Aviation, fuel businesses and aviation companies that provide spare parts for maintenance are important suppliers. Supplier negotiating strength is significant in this business since the number of craft and technology providers is restricted, and aviation institutes rely on them to provide fuel-efficient, swift, and well-designed aircrafts.

### **Bargaining power of Customers**

The purchasers are the parents of students enrolled in courses such as CPL, AME, and PPL, among others. Following a global pandemic such as Corona, this industry is likely to function as a buyer's market, with few people interested in enrolling in such courses because to the exorbitant fees. The purchasers' comparison would be based on prices; however there are very few decent aviation institutes. There are various players who provide matched experiences through the courses they offer on page 49 of 57. Buyers can use the infrastructure provided by institutes as a point of reference when choosing a flying school. Because there is a lot of rivalry in the market, we can conclude that bargaining power of customer is also high enough.

# INTRODUCTION OF THE INDIAN AVIATION INDUSTRY

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## HISTORY

The Indian airline industry is one of the world's fastest growing industry. The first domestic air route between Karachi and Delhi began the history of the Indian aviation industry in December 1912. It was opened by Indian Air Services in partnership with Imperial Airways of the United Kingdom as an extension of Imperial Airways' London-Karachi trip. Three years later, without the support of the Indian government, Tata Sons Ltd. launched a regular airmail service between Karachi and Madras.

During the independence period, nine air transport firms operated in the Indian Territory, transporting both freight and passengers. To further enhance India's aviation industry, the Indian government and Air India formed a joint sector company, Air India International, in 1948. Indian Airlines (IA) was nationalized in 1953, bringing the domestic civil aviation sector under the control of the Indian government. Government-owned airlines controlled the Indian aviation business until the mid-1990s. The Indian aviation industry witnessed a rapid and dramatic shift after the government implemented the Open-sky policy in 1990, as well as other liberalization programs.

## BRIEF INTRODUCTION:

The Indian aviation industry can be broadly classified into the following categories:

1. Scheduled air transport service includes domestic and international airlines.
2. Non-scheduled air transport service consists of charter operators and air taxi operators.
3. Air cargo service, which includes air transportation of cargo and mail.

**Scheduled air transport service:** It is an air transportation service that connects two or more locations and follows a predetermined schedule. It consists of the following:

1. Domestic airlines, which operate scheduled flights within India and to a limited number of overseas destinations. Domestic players in the market include Air Deccan, Spice Jet, Kingfisher Airline, and Indigo.

2. Scheduled international flight services to and from India are provided by foreign carriers.

**Non-scheduled air transport service:** It is an air transportation service that is not planned and is provided on a charter or non-scheduled basis. It is illegal for the operator to advertise a schedule or sell tickets to passengers.

**Air cargo services:** It is a mode of cargo and postal transportation by air. It could take place on a scheduled or unscheduled basis. These operations will take place within India. For operations outside of India, the operator must obtain permission from the Directorate General of Civil Aviation and demonstrate his ability to perform such operations.

### **MARKET SIZE OF INDIAN AVIATION INDUSTRY:-**

- In FY20, India's passenger\* traffic was 341.05 million. Between FY16 and FY20, it increased at a compound annual growth rate (CAGR) of 11.13 percent.
- Domestic passenger traffic in India is expected to be 53.4 million in FY21 (from May 2020 to March 2021), a 62 percent decrease from the fiscal year ending March 31, 2020. In February 2021, there were 121 passengers per trip, compared to 136 passengers per aircraft in February 2020.
- International passenger traffic stood at 66.54 million in FY16-FY20, rising at a CAGR of 5.01 percent.
- From FY16 to FY20, freight traffic increased at a CAGR of 5.32 percent, from 2.70 million tons (MT) to 3.33 MT. Freight traffic is anticipated to increase at a 7.27 percent CAGR to 4.14 MT in FY23.
- From 1.60 million in FY16 to 2.59 million in FY20, aircraft movement increased at a CAGR of 9.56 percent. Domestic aircraft movement rose at a CAGR of 9.83 percent between FY16 and FY20, while foreign aircraft movement increased at a CAGR of 3.57 percent. During FY20, India's domestic and foreign aircraft movements increased to 2,155 thousand and 433 thousand, respectively.

- In order to accommodate increased aviation traffic, the Government of India is trying to increase the number of airports. India had 153 operating airports as of 2020. By FY40, India plans to increase the number of operational airports to 190-200.
- In addition, growing demand in the industry has increased the number of planes in service. By 2027, the number of planes is anticipated to reach 1,100..

## **TOP LEADING COMPANIES**

There are three types of players in the Indian aviation industry:

- Public players
- Private players
- Startup players

Air India, Indian Airlines, and Alliance Air are the three public airlines. Jet Airways, Air Sahara, Paramount Airlines, Go Air Airlines, Kingfisher Airlines, Spice Jet, Air Deccan, and others are among the private players. Those who are aiming to enter the market as start-up players are referred to as start-up players. Omega Air, Magic Air, Premier Star Air, and MDLR Airlines are a few of them.

## **EMPLOYMENT OPPORTUNITIES:**

Aviation sector provides the following types of opportunities:

- Commercial pilot
- Co-pilot
- Air cargo pilot
- Expert cabin crew
- Air traffic controller
- Cabin safety instructor
- In-flight managers
- In-flight base managers
- Cabin services instructor

- Cabin crew
- Training instructor
- Maintenance controllers
- Licensed aircraft maintenance engineering
- Quality control manager.
- Cargo officers
- Guest service agent
- Ground staff

## **INVESTMENT STATUS**

According to DPIIT data, FDI inflows into India's air transport industry (including air freight) totaled \$2.88 billion between April 2000 and December 2020. Under the automatic route, the government has permitted 100 percent FDI in scheduled air transport service, regional air transport service, and domestic scheduled passenger airline. FDI in excess of 49 percent, on the other hand, would need government permission.

In the next four years, India's aviation sector is anticipated to receive Rs. 35,000 crore (US\$ 4.99 billion) in investment. The Indian government plans to spend \$1.83 billion on airport infrastructure development and aviation navigation services by 2026.

## **GOVERNMENT INITIATIVES**

Some major initiatives undertaken by the Government are:

- To entice MRO units to set up shop at its airports, the Airport Authority of India intends to abolish royalty and provide substantial reductions on leasing rent.
- The Government of India said in November 2020 that it intends to boost the total number of permitted domestic flights to 75 percent of pre-COVID-19 levels due to an increase in passenger numbers during the festival and holiday season.
- Under the UDAN plan for improvement and development, the Government of India sanctioned Rs. 108 crore (US \$ 14.73 million) in September 2020 for the airports of Jagdalpur, Ambikapur, and Bilaspur in Chhattisgarh.

- The government reduced the customs duty on components or parts, including engines, used in the manufacture of aircrafts by public sector entities of the Ministry of Defense from 2.5 percent to 0 percent in the Union Budget 2021-22.

## **PROBLEM AREAS**

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### **Problem No. 1**

- Because 70 percent of the company's employees are from rural areas, they are unaware of the latest technologies, which mean there is less digitalization and challenges when introducing new technology into the firm
- If workers are unaware of current trends and have not learned how to implement them, this is the greatest benefit in this new period.

### **Problem No.2**

One of the Academy's most serious and pressing issues is its location. It is located in Maharashtra's Baramati district. Because it is a remote location, one of the most pressing concerns it faces is connectivity. There are no direct options for getting to the place, such as a rail or an airline. To get to Baramati, you must first travel to Mumbai, Pune, or any other city with train or flight service, and then take a taxi or bus.

### **Problem No.3**

The margin in the aircraft industry is far too low. Because the agenda is more concerned with increasing losses than with increasing revenue. The low earnings of Indian inhabitants are the root cause of the country's aviation industry's unprofitability. This raises demand for low-cost travel, increases market share, and enhances competition, keeping tariffs down. Furthermore, because to the extremely low fares, India's airlines have the same costs as airlines operating in any other market. That is the actual problem that causes India's market competitiveness and profitability to suffer.

## **SOLUTIONS**

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### **Solution for 1**

In my perspective, there are two possible solutions to this problem:

- Train current employees in cutting-edge technology, digital media, and digitization. HR should be prepared to train its employees as part of its learning and improvement responsibility.
- Hire new employees who are already familiar with the newest digitalization trends. As a result, they will provide support for new employees as well as assist with the organization's technological adoption.

### **Solution for 2<sup>nd</sup>**

The easiest method to persuade people that the Institute is India's best flying school is to demonstrate its benefits in numerous ways. It will emphasize the benefits of the site to its target clients, making them forget about the minor inconveniences they are experiencing. In the same way, we should endeavor to overcome their disadvantage and turn it into a benefit.

### **Solution for 3<sup>rd</sup>**

- Spice Jet has turned its fortunes around by implementing efficient cost management measures. It focuses on increasing load factor by efficiently controlling prices and inventories on routes that earn the most income. The problematic airline has also implemented a fuel management system, which has resulted in improved fuel efficiency due to the increased number of passengers and cargo.
- As part of its revenue-generating measures, the airline took control of its cargo, catering, and reservation services, which it had previously outsourced to a third party.
- Carver Aviation may learn from industry leaders' examples and use cost-cutting tactics, as well as focus on increasing earnings in ways that are relevant to them.

## **PART –B PROJECT WORK**

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### **INTRODUCTION**

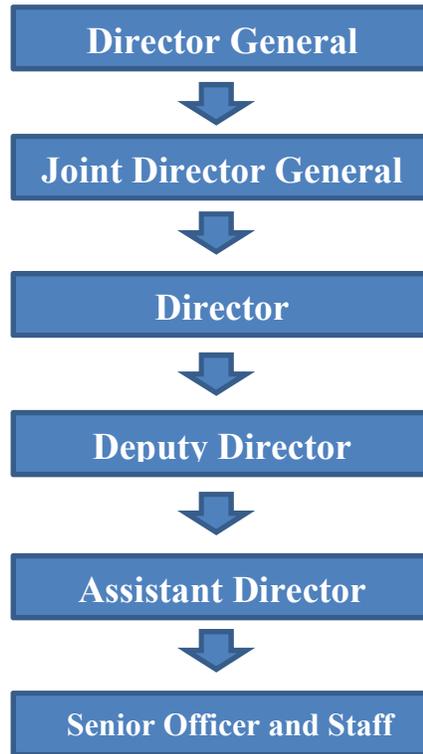
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Carver Aviation Pvt Ltd is an organization that operates in the aviation industry. It was founded on August 19, 1995, in Baramati, Maharashtra. It is a 25-year-old institution that offers courses like pilot training, aircraft maintenance engineering, and many others. It is a DGCA-approved flying school that was the first in India to receive ISO 90012008 certification. It features eight flying training aircraft and four ground-based learning aircraft.

I'm currently employed in the marketing department of the company. The marketing department at Carver Aviation is made up of three people, with interns working under them. Carver Aviation's marketing team, like any other, is largely responsible for marketing the services it offers, reaching out to potential customers, and, most importantly, ensuring that a favourable brand image of the company is established in the minds of those who encounter it. The actions that marketing teams of various organizations engage in in order to sell their products or services to the public are the aspects that distinguish them.

Following up, Carver Aviation's marketing staff prioritises both digital and traditional marketing. It believes that digital marketing is the current global trend that cannot be ignored. Today's generation is very active on various digital marketing platforms, so being engaged in this field and ensuring that the company is presented in a positive light is essential. It engages in activities such as email marketing promotions, social media posting, blogging, and a variety of others. However, not only does digital marketing play a role, but the firm believes that physical marketing, which includes real touch, has a constant impact on customers.

**OVERALL ORGANIZATIONAL STRUCTURE OF THE ORGANIZATION: -**



## **WORK AT CARVER AVIATION:-**

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### **Tasks**

1. **Calling form CRM:-** The first task we were given was to contact all of the possible leads. We were separated into three groups of three, with each group responsible for calling approximately 900-1000 leads. We had been calling 100-150 leads on a daily basis. About 100-150 calls were made each day, including follow-up calls from previously contacted leads. Calling 100-150 leads every day allowed us to better understand our target market and their challenges, allowing us to design methods to assist them and increase conversion to the academy.
2. **Research about the competitor:** - Our second objective was to do some research on the competition. There are 32 pilot training schools in India. We were divided into three groups of three for this work, with each group accountable for ten schools. For this work, we employed both primary and secondary research methods. We primarily look for information on their CPL course fees, infrastructure, and SWOT analysis, among other things.
3. **Conducting Webinars:-** We noticed through cold contacting that the majority of students have similar doubts and questions, so we intended to host an online webinar for them and have everything explained by industry experts. We had scheduled three webinars in all, two for the CPL course and one for the PPL course. We had decided on topics for the webinar, such as "the future of Indian aviation," "when is the best time to pursue a CPL," "job opportunities," and "why Carver Aviation."
4. **Social Media Promotion :-** Carver Aviation has a presence on all major social media platforms (Instagram, Facebook, LinkedIn, and Twitter). They are also quite active on all platforms —, with Instagram being the most popular. We use Instagram extensively to raise awareness of the company and its products. By this time, we must also promote our webinar, so we are in charge of creating a poster, creating content, and locating appropriate hashtags. I was in charge of Instagram, along with one of my teammates. We have to post at least 2 posters and 1 creative story per day on Instagram, so I created the content celeader for the post and we divided up who was going to post.

5. **Follow-up with the Leads:** - The webinar that we had held 280 students participated in our first CPL webinar, followed by 94 individuals who actively participated in our PPL webinar, and 206 students who expressed interest in our second CPL webinar. As a result, we contacted them via mail, phone, and WhatsApp and asked them about their webinar feedback, as well as encouraged them to come to the institute for a free visit. Apart from that, they are also encouraged to complete your class 1 and class 2 medicals.
6. **Writing Quora Answers:** - we have also assigned a task writing answers on Quora and promote the company. Every individual intern has to write 5 answer.
7. **Making Reels:** - in this task every individual has to make 2 video/ reels related to the course. The videos we would make will directly post on institute's Instagram page. In this task I have made 2 Doodle video "some myth about pilot training" and "how to choose best pilot training school".
8. **Blog post:** - our last task was making blogs of 150-200 words using proper keywords related to our course

## **METHODOLOGY**

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### **a) Ethnographic Study:-**

The major information regarding the courses was given by Carver Aviation. The major search areas included-

- Impact of Covid-19 pandemic in Aviation sector all over the world?
- What will be the future of the Indian Aviation Industry?
- What jobs will be more prevalent after the Lockdown period in Aviation Sector.?

🗨️ The mentors assisted us in completing all of the studies. Due to the lockdown, the majority of information was gathered through blogs and websites. Facebook, Instagram, and Twitter became the primary sources. Anything from the new DGCA guidelines to everything fresh in the sector, such as the return of domestic flights, was gathered from websites and social media.

🗨️ The mentors were available via phone and offered advice on how to structure the content.

a) **Maintenance of Journal / Diary**

 **Company- image from inside:-**

- Because each school has its own set of rules and regulations to follow, competition in this industry (as an academy) is fierce. It is a difficult task for them to maintain track of government approvals in order to recruit the best and most qualified students.
- As a result, the company monitors everything from the marketing department's perspective in order to stay in the spotlight and maintain contact with customers.
- There is a positive working environment that allows everyone to perform at their best.

 **Employee satisfaction-**

- The nature of the job and the prospects it provides are both very appealing to the employees. Coaches and trainers get to work with a variety of students, which brings them great joy and pleasure. They can put their previous expertise to use and relearn other types of situations, such as changing weather conditions.
- The marketing staff will devote all of their efforts to this. It is now easier to reach students online because to the introduction and creativity of social media.

 **Sources for opportunities for company:-**

- Markets that are underserved they have a better chance of attracting students from northern India, given Maharashtra is the academy's only covered territory. They can take use of the USP, which is Baramati's rain-shadow area and 12-month flying season.
- Passenger growth in India's civil aviation (post-Covid) Passengers is anticipated to resume travelling in the near future, with the aviation sector at a low point. Courses like CPL, which take 18 months to complete, may see resurgence in enrollment. Because there will be reduced air traffic for two years (2020-2022) after the COVID-19 fear is removed, travel will once again become a big industry.

- d) A robust middle class The growing desire among students to do something other than general engineering and traditional courses provides an excellent chance to serve them with these innovative courses. People also want their children to take a one-time investment course that will provide rewards and happiness for a longer length of time, thanks to available loan possibilities.

#### **Issues for future competition**

- Excessive operating costs- The aviation industry has excessive maintenance and safety costs. In order to maintain up with running expenditures, admissions must be on a regular basis or higher.
- High course costs and no assurance of placement- With so much going on, a student wants a guaranteed placement, thus these concerns must be kept in mind and reduced as a danger to the organization's strength.
- Government Regulations are Strict The government will be more severe in adopting norms and regulations as a result of the COVID-19 outbreak. New health and safety measures could be included in the DGCA standards. Those must be held at the academy as well.
- Intense competition- With fewer flights and job losses, the academy will have to compete with other premier academies on every topic in the next two years to stay on par. As a result, there will be fierce rivalry for admittance.

#### **Work Culture**

The training culture is remarkably similar to that of the company's "Open door policy." According to my observations, the company's organizational culture may be seen in its mentoring conduct, the duties it assigns, and the training it provides to interns and employees. The company fosters transparency and openness in the workplace through an autonomy and communication policy in which the manager and supervisor promote transparency and openness. People are free to connect with top management and even seek their assistance in many tasks, unlike in corporate culture, where there is a rigorous hierarchical framework

#### **Discussible vs. Non-discussible issues**

- Thousands of hours of flight time

- Faculty with a lot of experience and who are willing to try new things.
- High Growth Prospects
- Differentiation in price
- A large fleet of aircraft
- infrastructural advancements

#### **Early warning signals**

- Low brand recognition- Many pupils in the same neighborhood are ignorant of the academy's presence. As a result, academy marketing must be bolstered in order to attract an increasing number of pupils.
- A lack of visibility
- Minimal marketing costs

## **OBSERVATIONS**

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### • **About the organization training**

- The training culture is remarkably similar to that of the company's "Open door policy." According to my observations, the company's organizational culture may be seen in its mentoring conduct, the duties it assigns, and the training it provides to interns and employees. The company fosters transparency and openness in the workplace through an autonomy and communication policy in which the manager and supervisor promote transparency and openness. People are free to connect with top management and even seek their assistance in many tasks, unlike in corporate culture, where there is a rigorous hierarchical framework.
- Because of their organisational culture, the company is on track to achieve their vision statement and mission policy. According to the vision statement, "At Carver Aviation, we have chosen Airmanship as our motto to remind us that we must reach an understanding of each element in the aviation environment, namely Air Man Ship with a continuous emphasis on flight safety."
- The mission statement goes on to say, "Our goal is to generate the best possible blend of aircraft manipulative abilities, academic application, leadership and command character, all combined with a comprehensive grasp of business and aviation management testing."

- As an intern, I was provided with ongoing guidance and encouragement to improve my work. Between myself and my fellow interns, I sense an environment of trust and mutual respect. I've granted complete permission and opportunity to present my ideas to my teammates and mentor, with the most important ones being implemented.
- They appropriately applied motivation theories and utilized each facet to motivate their personnel. According to my observations, one of the motivation theories they used was Frederick Herzberg's "Two Factors of Motivation" or "Herzberg's Motivation Hygiene Theory."
- In addition, hygienic variables such as mentor supervision and guidance, flexible work arrangements, and a trusting and cooperative connection with mentor and fellow interns were present. All of these elements contributed to our overall motivation throughout the internship.

### **ABOUT SELF LEARNING-**

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During the internship, I learnt a variety of soft and hard skills, and I grew as a person as a whole. If we're talking about soft skills, some of the ones I have are as follows:

- Adaptability- I've learnt how to adjust in various contexts, and I've been assigned new jobs that I've never learned and done before, such as a Google Ads campaign and outbound marketing. As a result, it was a novel experience for me, in which I first learnt these talents and then perfected them.
- Work Ethics- This is my first time working for an organisation, so I've learnt how to work in a real-world setting, where we have to produce reports on time, interact professionally with coworkers and interns, and adapt to the company's organisational culture.
- Time management is one of the most important abilities to have in every situation; I learnt how to fulfil my mission on time, as well as the meaning and advantages of doing so. One of the most valuable talents I've developed is the ability to manage multiple social media pages, each of which requires equal attention, control, and upkeep.

- Communication and Interpersonal Skills- This is an area where I have excelled. We need to do outbound marketing, which includes telemarketing, and we need to communicate to our prospects and persuade them to enrol in the AME Course. In the end, my communication abilities had improved and I was able to persuade others.
- Teamwork- We are assigned to various jobs in groups in which we must handle and execute tasks jointly, such as email marketing and strategic planning presentations, and we must all finish them on time with the assistance and coordination of one another. I learned to appreciate my teammates' decisions and to collaborate with them.
- Accountability- I learnt how to be accountable for my job because we were given tasks with deadlines and was overburdened with duties. We are in charge of the company's official account, thus we must be responsible for it, and each decision I make reflects the company's image.

Some of the Hard Skills I've acquired involve:

- Marketing Strategy- One of the most significant skills I learnt throughout my internship was marketing strategy, which required me to present my ideas and proposals for improving our company's strategy. Whereas a marketing strategy is simply the company's game plan for reaching out to potential customers and converting them into clients for their individual businesses. This is where I share my thoughts on what new can be done, such as on Instagram, what new types of engaging material we can create to attract more clients, and so on.
- Outbound Marketing- We must reach the audience and establish conversation with them without any prior information; telemarketing is one of its components. I've learned how to persuade target audiences to become desirable prospects.
- Market Research- In this, I conducted competitive analysis, which required me to investigate our closest competitors' strategies, such as how they conduct social media marketing, what makes them unique, and how they attract customers, after which I prepared a presentation outlining all of the points. As a result, I learnt how to do market research and determine how customers perceive the course and their expectations.
- Social Media Marketing- Our major goal with social media marketing was to raise brand recognition for the company and the CPL (Commercial Pilot License) training. I was in

charge of and related to a variety of social media networks, including Instagram and Facebook. In which I am required to create content in order to advertise the course and raise awareness, which involves video production, graphic design, poster production, and well-captioned content creation.

## **TRENDS/ PATTERNS-**

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When it comes to the overall trends in the aviation industry, there are numerous factors to consider, including the number and type of new aircraft entering the fleet, the number and types of pilots flying, the type of domestic airline market, the Hub and Spoke system, service changes, and aircraft types.

### **1. Types of New Aircrafts**

The number and types of new aircrafts that join the market serve as a partial indicator of the General Aviation Industry's health. There are nine different types of general aviation aircraft.

- Single engine piston- Fixed-wing aircraft powered by a single piston engine are known as single-engine piston aircraft.
- Multi engine piston - Fixed-wing aircraft powered by two or more piston engines are known as multi-engine piston aircraft.
- Turboprops- Fixed-wing aircraft with one or more turboshaft engines driving one or more propellers.
- Turbojet aircraft- Fixed-wing aircraft powered by one or more reactors are known as turbojet aircraft.
- Piston aircraft- Single-engine rotorcraft, helicopters, and rotorcraft powered by piston engines are known as piston rotors.
- Experimental airplanes- These planes (also known as kit aero planes) are usually built from kits provided by the original manufacturer.
- Sports- These are single-engine piston planes that meet light sporting aircraft standards. They are limited in a variety of ways, including weight and seat count.

- Other- This category covers aero planes that do not fit into any of the other categories. Gliders, airships, and balloons are examples of aircraft.

## 2. Types of Pilot Flying

One of the key driving elements for GA operations is the pilot population. The aircraft cannot fly without a pilot, and many general aviation airports have a high demand for related aviation services. The pilot certificate can be classified into one of the eight categories listed below:

- **Student pilots-** are sometimes known as trainee pilots. The trainee pilot can fly the plane alone if the flying instructor gives him or her permission. Student pilot IDs provided to people under the age of 40 expire after 60 months, whereas those issued to people above the age of 40 expire after 24 months.
- **Vacation Pilot (Vacation Pilot)** - Approved for four-seater pilot aircraft with 180 horsepower, but only one passenger.
- **Sport Pilot**—passed the light sports aircraft certification. Only two seats are available, and flights are only available for one day.
- **Private pilo-** certification, which allows you to fly the plane until you get paid or find work.
- **Professional pilots-** must pass either a paid or a fee flight certification exam. A total of 250 flight hours is necessary.
- **Air Transport Pilot-** Certification is necessary when flying as a pilot or co-pilot on a scheduled trip. A total of 1,500 flight hours are required.
- **Rotor pilot-** A certified pilot for helicopters and rotor helicopters is known as a rotor pilot. Those who only allow rotary-wing aircraft to fly fall into this category. Fixed-wing and rotary-wing qualified pilots fall under the above categories.
- **Glider pilot** – a glider and glider pilot who is certified. People who only allow gliders to fly fall into this category. Pilots who are permitted to fly aircraft other than gliders are included in this group.

3. **Hubs and branch systems:** Many airlines construct hubs and branch systems in order to maximize customer access to the network. The hub serves as a link between the starting location and the destination.

4. **Service changes:** As the economic and financial needs of airlines change, it is vital to evolve airline service models in order to maintain financial stability. The small and medium market is frequently negatively impacted by these service modifications.
5. **Aircraft type:** As aircraft capabilities have improved and consumer demand has changed, the aviation sector has gradually expanded to a greater and longer range.

### **CRITICAL ISSUES OR PROBLEM AREAS**

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- The most difficult task was persuading students to enrol in the CPL course and invest Rs. 40 lakh. It's difficult to sell an expensive product that only wealthy families can purchase when our target audiences shrink, and we need to adjust our marketing strategy accordingly. The fees proved to be a major stumbling block, as students and their parents were hesitant to spend such a large sum on a degree about which they knew little, preferring instead to take courses in hotel management and other comparable courses.
- I discovered that many people are unaware of the exciting potential available in the aviation sector in India and throughout the world. This proved to be one of the most difficult challenges in recruiting students for the program.
- The Academy was not willing to spend a lot of money on marketing. It was critical to set aside a reasonable budget for internet promotional operations in order to raise awareness of the academy.
- People's rigid mindsets about typical vocations like engineering, medicine, and business are tough to shift because these fields have long been considered of as career builders, but aviation is a specialized choice that demands students' desire.
- Due to a lack of recognition of the brand "Institution of Carver Aviation," it was difficult to persuade consultants to partner with the academy.

## **SUGGESTIONS AND RECOMMENDATIONS TO THE ORGANIZATION**

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- When compared to other pilot training colleges, the Academy of Carver Aviation has a strong web presence. They can improve their web visibility even further by launching more aggressive marketing initiatives. This will also be incredibly effective because their target population, which is students between the ages of 18 and 25, has a large internet presence.
- They should focus on their secondary services, such as hour building, regency/conversion, flight instructor's rating, multi-engine endorsement, type rating, and instrument rating, among others. They can do so by sending emails to all of their previous and current trainees, informing them that the academy now offers these services.
- This is the digital marketing era. By investing more in digital marketing, the academy may focus on inbound marketing, where students come to them rather than the academy coming to them. They can concentrate on SEO, blogging, YouTube videos, and paid search advertising, for example.
- We also need to make additional videos on Facebook, mainly of students currently enrolled in the academy, for online promotion. This will help to raise awareness of the institution and will serve as a live presentation for students who are unable to visit Baramati. They will be able to observe future Aircraft Maintenance Engineers in action, which may encourage them to pursue aviation as a vocation.
- More money should be put towards expanding the range of aircraft. This would help the business stand out from the competition.
- The website development assignment was outsourced, and there is no coordination between the website development team and the marketing team. As a result, programmes like Google Analytics and others cannot be used for analytics.
- Through numerous channels, you may keep track of all of the students' current doubts about the courses. You may assemble all of these FAQs, respond to them, and send it to our target audience in the form of a newsletter, clearing up all of these types of doubts in one fell swoop. You can't deal with everyone's doubts individually, and this can help us decrease our workload and, as a result, serve the purpose and get the task done. This type of mailing will also generate interest because almost everyone who reads it will be able to relate to one or more of the questions.

## PART-C LEARNING

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### SUMMARY OF SELF-LEARNING

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- It developed a sense of knowing your product's strengths and limitations in relation to those of competitors. It also aids in determining whether our product's demand is seasonal.
- I learned a lot of new things about the aviation sector that I hadn't known about before the internship. I learned about current developments in the aviation industry, government measures in India to boost the industry, and tremendous job opportunities in the Indian aviation business, among other things.
- I learned how critical it is to be well-versed on all aspects of your product, as well as your competitors' products, when making a pitch to potential clients in order to dispel any doubts and close the deal.
- To engage the customer and keep him/her interested in the proposed agreement, I've learned that making relevant and convincing points in the first 2-3 minutes of your pitch is critical. In the first section of the pitch, there should be no extraneous or useless information. The prospects and benefits that are being provided to the client should be clearly stated in the first part of the pitch.
- Prospecting and qualifying new clients is a crucial phase in the pitching process. To save both energy and time, it's critical that you choose the correct clients. Apart from its popularity, the client's previous association with similar products can be a good criterion for selecting the client.
- I learned that following up is crucial because the majority of deals are signed during the follow-up process. I learned that a party's initial lack of response should never be regarded as a "NO."
- During the finalisation of the contract, I learned a little about professional negotiating. It's crucial to understand the number beyond which we won't be able to plan ahead. If the client is unwilling to pay the full value of our product/service, we should walk away from the contract.

- One of the most significant lessons I learned was to ask for client references. In many circumstances, the intended client may not want to sign a contract, but they may know others who may be interested in our product/services. We will save time and effort as a result of this.
- Another crucial lesson I learned was how to work within a budget. There may be times when it appears that you will be going over budget, so it is critical to always have a few options on hand and to prioritise the jobs so that those at the bottom of the list can be deleted for the time being in order to stay on budget. This is something I discovered while working on the company's marketing strategy.
- I also learned about the complexities of competitor analysis, which may help you define or re-define your marketing methods and change your company's products/offerings to better meet the needs of your customers. Analyzing our competitors' promotion techniques and market tapping strategies is critical in developing our approach, especially when selling a high-priced product like this.
- I learned that patience is an important strength to cultivate when executing these types of occupations because we may not be successful at first. De-motivation was a huge concern for me throughout the early stages of the internship because obtaining tie-ups was extremely difficult.
- During my internship, I also strengthened my interpersonal skills. I learned about professional etiquette, which includes anything from composing an email to persuading a customer.
- It provided us with firsthand experience using social media to promote the academy. It taught us how to engage in conversations taking place on multiple platforms such as LinkedIn, Facebook, and Twitter in order to catch the attention of our target audience.
- Cold calling has helped me improve my communication skills and communicate well over the phone despite the other person's physical absence.
- We chose coaching centres that offered math and physics as subjects because that's where our target demographic hangs out, and we didn't want to waste time phoning the wrong ones.
- We've honed our presentation, communication, and attentively listening skills to what others have to say. • I've learned from all of my internship experiences, whether it was

rejection or client admiration. I also learned about other Indian aviation institutions and how they promote and admit students. This knowledge would help us develop better career aviation plans.

- Content matters a lot, whether it's the choice of words, how they're put together, or how much emphasis you put on certain terms. The information must be interesting and relatable to the viewers. It must not be overly dramatic and must be plausible. As a result, it's critical to find the ideal terms and employ language that's appropriate for the intended audience. Essentially, we must consider the target audience and consider "what can captivate our audience and stimulate interest or curiosity in them."
- Overall, it was a beneficial learning experience because it provided hands-on training with a variety of marketing strategies, including cold calling, internet marketing, and developing a communication plan to raise awareness.

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