



## Summer Internship Report

on

**"Marketing & Sales Strategy for Sports 365"**



**Submitted by:**

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**Batch: MBA-FT (2020-2022)**

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## AUTHORIZATION

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I, Apoorv Kumar, hereby declare that the work submitted is a record of originality. The learnings of this internship have not been submitted to any other university or institution in return for a degree or a diploma.

The results and outcomes of this report are based on my personal findings and research supervised under the guidance of Ms. Upasana Bhat (Company Mentor) and Prof. Chetan Jhaveri (Faculty Mentor).

The report is submitted in partial fulfilment of the requirements of the MBA program of IMNU, Ahmedabad.

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Prof. Chetan Jhaveri  
( Faculty Mentor )

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## ACKNOWLEDGEMENT

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I wish to express my gratitude to Pulse Sports Pvt. Ltd. (Sports365) for giving me an opportunity to be a part of their esteemed organization and enhance my knowledge by granting permission to do summer training project under their guidance. I am extremely obliged to Mr Ashutosh Choudhary, CEO, Pulse Sports Pvt. Ltd. (Sports365) and Ms. Upasana Bhat, Sales Manager, Pulse Sports Pvt. Ltd. (Sports365) for providing me a platform where I have gathered sufficient knowledge which will be useful throughout my life.

A special thanks to my faculty guide Prof. Chetan Jhaveri sir, who has been the chief facilitator of this project and who has given suggestions & guidelines from time to time. He has ensured an absolute convenience and support from the college's end.

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## ABSTRACT

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Sports365 is India's premier sports and fitness company, offering a one-stop shop for all of an individual's and institution's sporting demands. Sports365 also participates in the School Partnership Program & the initiative involves the purchase and delivery of shoes, socks, and apparel to various schools based on their needs. The company has ventured into building sports architecture as well where games courts etc. are delivered as per the need of client.

The main objectives of the SIP are to gather the data and partnering with schools, clubs, sports arenas, corporate, real estate, etc., and by setting meetings with the clients who need the infrastructure facilities and provide infrastructure and equipment and also upgrading the infrastructure and equipment in the sports field. We also ask the sports arenas for the free survey of the courts from the company, if the arenas are interested in the survey on their courts, then the experts will visit the sports arenas and have a survey on courts and gives the report based on the performance of the courts, if the management of the arenas have the interest on the report, then the sports arena and company will be having the annual maintenance of the courts (AMC). The maintenance of the courts will be done twice a year. Also, if the Sports arena are interested in Equipment's based on their requirements, then Arenas will be getting at good price along with AMC.

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## INDUSTRY OVERVIEW

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In 2017, the Indian market for sports and wellness things was esteemed at \$3,314 million USD. As per projections, the market worth will reach \$5,565 million US dollars by 2023, developing at a build yearly pace of 9.0 percent from 2018 to 2023.

Game is viewed as a vital part of an individual's whole turn of events. Therefore, numerous Indian schools, foundations, and government organizations encourage understudies to take part in actual training and different classes. Moreover, the Indian populace's expanded attention to individual wellbeing has driven them to join gyms and rec centers, just as effectively take an interest in an assortment of sports.

Furthermore, they take part in non-conventional rec center classes, for example, zumba, kickboxing, and high impact exercise. The expanded notoriety of this type of activity has incited a flood in exercise center openings around there, which has impelled the market's development.

For athletic items, India is a huge market. In 2019, India's populace was assessed to be around 1.3 billion individuals, representing more than 18% of the worldwide populace. Besides, the more youthful age (right around a fourth of the current populace) addresses an enormous segment of the current populace, which is the objective purchaser base for sports and wellness merchandise.

### **Economic policies of the Indian government for sports:**

This program is overseen by the Sports Authority of India, which is part of the Ministry of Youth Affairs and Sports, as well as the sport-specific national sports federations.

- A pan-India program to award 1,000 young athletes with a \$ 7,350 (Rs 500,000) annual scholarship for eight years • Funding for 20 colleges around the country to promote success in sport while completing their education level
- Ensure that college and university students have the greatest possible access to organized sports.
- A national push to increase physical activity among 200 million school-aged children by measuring and supporting physical activity-related activities.

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## COMPANY PROFILE

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Key components of  
the company

### **Vision:**

“To be the first port of call for fitness, recreation and sports related needs of customers by providing highest quality of service at affordable prices through operations backed by the highest level of integrity.”

### **Motto- “Come on, let’s play!”**

- We promote school pupil to sport shoes with the compulsion of uniform.
- Company not only works with school counters they also affiliate the shoe stores to comfort the customer buying experience.
- Company also tracks the customer feedback, eliminates the loopholes according to it. Whether there is need to launch the new product according to the needs or not.

Sports365, India’s leading sports and fitness company, is the outcome of a joint effort of experienced management professionals with a passion for sports, prominent Indian athletic stars, and industry experts.

Sports365's founder has over 25 years of business experience working with firms like Procter & Gamble (P&G), McKinsey & Co, and KPMG (KPMG), as well as a strong educational background (NIT and IIM). The founding team is backed by sports and fitness icons including Mahesh Bhupathi, Yuvraj Singh, and Lara Dutta. The game began in early 2012, when the company's founding group confirmed the company's original strategy, and it hasn't stopped since!

Sports365 is ecstatic to be the first port of call for people and companies looking for sports and fitness services in India. Sports365 owns and operates Sports365.in, Tennis365.in, and Running365.in, among other popular sports-related websites in India. National sports teams, leagues, academies, colleges, academies, and corporations can all benefit from Sports365's integrated choices for their sport's needs. Sports equipment, design, production, and delivery of sports equipment, sports technology, competitions, and consulting are just a few of the services available to the company.

Sports365 also works with prominent sports and fitness businesses both inside and outside of India to help them reach the Indian market's full potential. Sports365's strategic brand partners include Hero Cycles, Wimbledon, Victor, Mizuno, V22, Lumo, and others.

Sports365 is headquartered in Bangalore and has offices in Hyderabad, Chennai, and Jalandhar. A group of approximately 100 persons who are both sports and fitness aficionados lead the organization. Sports365 also invests in Powerhouse Ventures and Zolon Ventures, two of the most well-known venture capital firms in the United States.

Sports365 has risen to the top of the Indian sports market in a relatively short time since its start. The company has garnered numerous awards and has been named one of India's Top 50 start-ups.



The company has two business verticals namely:

**1) Business to Customer (B2C)** – Under this there are 4 sports portals

- a) [www.tennis365.in](http://www.tennis365.in) - Tennis 365 features India's greatest selection of tennis items. There are approximately 1500 distinct goods from 30 different manufacturers to pick from. All of the brands are authorized resellers, and the products are acquired directly from their authorized wholesalers, assuring that they are always authentic.
- b) [www.badminton365.in](http://www.badminton365.in) - Sports365, India's leading sports and fitness company, owns and operates Badminton 365. Sports365 is run by a group of people that are extremely passionate about sports and health. We are here to announce a sporting revolution in India, with the support of Mahesh Bhupathi, Yuvraj Singh, Lara Dutta, and Vishnu Vardhan.
- c) [www.cycling365.in](http://www.cycling365.in) - Sports365, India's leading sports and fitness company, owns and operates Cycling 365. Sports365, India's first professionally managed sports company, was founded in 2012 with the ambitious goal of ushering in a sporting revolution in India and becoming the first port of call for individuals and institutions seeking sports and fitness.
- d) [www.running365.in](http://www.running365.in) - Running 365 features India's greatest selection of Jogging / running items. There are many distinct goods from multiple different manufacturers to pick from running to hydration and jogging equipment. All of the brands are authorized resellers, and the products are acquired directly from their authorized wholesalers, assuring that they are always authentic.

Currently, there are more than 45,000 products listed on these portals.

**2) Business to Business (B2B)** – These Vertical takes care of the institutional sale of the sports goods. The company deals in either sports good or delivering the whole of sports infrastructure.

- a) Schools via SPP (Sports Partnership Program)
- b) Institutional sale
- c) Clubs & Academies
- d) Corporates

Under the framework of the School Partnership Program, Sports365 aspires to become a comprehensive sports and fitness partner for schools. Over the last four years, SPP has provided quality sports and fitness equipment to over a million students across India.

- Socks (GOL premium quality socks)
- Apparel
- Sports Equipment
- Sports infrastructure
- Footwear (Nike)

## **OFFERING IN ARENAS:**

Sports365 offers a wide variety of products and caters to the infrastructure needs of the arenas as follows:

### **1. Sports Apparel**

Sports365 provides a large assortment of high-quality sports gear at a cheap price to arenas.

Sports uniforms are made to meet the needs of the arenas for competitions and everyday wear, with a variety of logos and models to suit the arenas.

Strategic alliances with brands with the help of arenas that offer the finest prices and designs from brands such as:

- GOL is the in-house brand of sports365.
- NIKE is the school's exclusive sales partner.



## 2. Sports equipment

- Sports365 provides the highest quality and widest choice of branded sports equipment for both outdoor and indoor games, procuring all products directly from suppliers to ensure 100% authenticity.
- Sports365's in-house experts in each athletic discipline can assist arenas in selecting appropriate equipment purchases that provide the best return on their investment.
- A one-stop shop for all of your sporting equipment needs across a wide range of sports.



### 3. Sports infrastructure

- Sports365 provides high-quality sports infrastructure to a variety of sports, all of which are approved by the leading certification organizations in each discipline.
- Sports365's in-house experts in each sporting discipline can assist schools, stadiums, corporations, competitions, and other organizations in the design and selection of infrastructure that will provide the most value for the event.
- Sports infrastructure is available to all venues, schools, and builders based on their needs.



## **Investor's overview**

Powerhouse Ventures is a renowned US-based venture capital firm that focuses on investing in developing areas such as eCommerce, Clean Tech, and Healthcare in high-growth markets like India. Sports365 has received investment, advice, and strategic assistance from Powerhouse Ventures since its inception.

Other than that, Zolon Ventures is a major US-based investment firm that specializes in high-growth technology markets such as India. Sports365 has received money, assistance, and strategic direction from Zolon Ventures since its inception.

## **Timeline / Growth Curve of the company**

In May 2012, two IIM Lucknow graduates, Chandra Sekhar Reddy and Ashutosh Chaudhari, launched Sports365 at the ages of 31 and 32, respectively. They founded the company with the support of their 8 years of corporate expertise in the business and the goal of meeting the fitness and sports-related needs of individuals as well as diverse organizations.

The founders raised an initial capital of Rs 1 crore with the help of seed funding from friends and colleagues. Following the initial funding, their next goal was to build a better and more effective team for their activities, as well as to put up the necessary technology and facilities. In the first year of the business idea was to be more effective as well as the efficient as far as the usage of capital is concern.

When they achieved this goal, they worked on bringing companies on board, but the difficulty was that, in 2013, their company was more focused on the brick-and-mortar market model, which was not enticing to other businesses. To solve this issue, Sports365 has shifted its focus and is aiming to reach out to more organizations in the area, such as colleges, corporations, and sports clubs. It was then easy for them to have larger and more labels on the board.

They were able to obtain more than 35,000 goods from more than 150 sports businesses in 2015. Not only that, but they began selling on e-commerce sites such as Flipkart and Amazon. They were, of course, also selling these items on their website, [www.sports365.com](http://www.sports365.com). It provides solutions for organizations, schools, sports clubs, and training academies in its offline space, which includes sports items, merchandising, clothing, and infrastructure. In 2015, the startup had 250 institutional clients, including elite schools, sports academies, ISL and I-League professional sports clubs, and international corporations such as Google, Facebook, Amazon, NTT, Accenture, and Wells Fargo.

Meanwhile, they raised Rs 7 million from IT firms in the United States. They were able to develop a strong leadership team for the organization in the years to come.

## **Achievements**

Since its inception in 2012, Sports365 has been able to maintain a position as an up-and-coming startup in the sector. The following are a handful of the organization's accomplishments.

- In 2015, it was able to secure finance of Rs 7 crore from a US-based IT firm.
- It has successfully partnered with over 300 institutions in Bangalore and Hyderabad, including schools and colleges.
- Today's businesses are backed by famous stars like Mahesh Bhupathi, Yuvraj Singh, and Deepika Pallikal.

## **Sports365 v/s other companies of the same sector**

In contrast with comparable parts in the business, the E-retailers athletic gear industry in India is very enormous and presently can't seem to be successfully entered, dissimilar to the Online business industry, which has had the option to reach similar to level 4 and level 5 urban communities just as the rustic market in the Indian economy.

Other new companies, for example, khelmart.com, Sporting8.com, and others rival Sports365. These are sites where essentially all types of athletic gear are offered, instead of different parts in the market, for example, [www.onlicecricgear.com](http://www.onlicecricgear.com), where just one game's hardware is given.

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## PORTER'S 5 FORCES

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- **Bargaining power of Buyers:** Clients commonly have a modest exchanging cost. Clients have gotten more segregating in their online buys because of the bounty of data in regards to items and costs. Clients' dealing power has expanded as the assortment of alternatives has developed. They can rapidly think about costs across numerous sites
- **Bargaining power of suppliers:** On the grounds that the organization has a modest exchanging cost, the providers' dealing power is diminished. They as a rule have a few providers to restrict their dependence on a solitary one.
- **Competitive Rivalry:** Decathlon, Amazon, and Flipchart are on the whole significant rivals on the lookout and all convey things on the web. Decathlon is the market chief in online athletic gear deals. Amazon and Flipkart sell items from an assortment of enterprises, and in light of the fact that they are notable in the online business market, they face solid rivalry
- **Threat of new entrants:** The market's entrance hindrance is simply excessively low. Everything is moving advanced nowadays, and the public authority is helping web-based business organizations. The significant issue is building up a strong inventory network and keeping up with effective coordination.
- **Threat of substitute products:** In the games business, the danger of substitute things is unassuming. As avid supporters, we are committed to a solitary brand's item. They have acquired trust and confidence in that item. In sports merchandise, quality is essential since it assists with forestalling wounds.

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## PESTEL ANALYSIS

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### 1. POLITICAL

- Political concerns are particularly significant in the backend of a business, which we rarely see. The majority of today's political developments, for example, solely affect how a corporation may create items or how much profit it makes.
- This may appear minor to us, yet political issues determine an organization's long-term viability. Some of these are for Nike: Various political problems can always make customs processes difficult, if not impossible, or even ban imports and exports.
- Finally, we should establish some political ties with the leaders in order to manage the firm smoothly, particularly in the service sector.

### 2. ECONOMIC

Nike sells a well-known medium-priced product; hence it is less susceptible to economic issues than other companies, but here are some of the economic variables:

- A market crash may spell doom for Nike, as well as many other major brands. If this happens, consumers may opt for lower-end, less expensive products, or simply because producing a decent level of quality becomes easier.
- Nike's profits are partially reliant on the low cost of labor in Far Eastern countries. However, this is changing, which could entail increased Nike costs around the world as a result of the development of Least Developed Countries.
- With its 'deep pocket' of finances, Nike has the resources to chase after small emerging markets in which they could sell products.

### 3. SOCIAL

Public Relations has never been more relevant than today. A good social status means a lot for modern corporations, so it's definitely worth considering these factors.



- Increased 'health consciousness' around the world means that more people are adopting healthier lifestyles. These people will almost certainly buy a lot of sports gears, which will make Nike extremely happy.
- Nike, on the other hand, has been chastised for its questionable manufacturing technique.

#### **4. TECHNOLOGICAL**

Technological gives companies the ability to innovate in so many different ways. From interacting with customers to designing products, and just add value to the organization.

- Things can now blow up or fade away faster than ever before thanks to social media. Nike is doing a great job of building its brand through social media.
- Nike will also be able to leverage key information-based metrics as a result of technology advancements, allowing them to optimise targeting and maximise profit.

#### **5. LEGAL**

- It should come as no surprise that most large firms avoid paying considerable taxes; Nike is no exception.
- Nike has periodically faced legal action as a result of its dubious marketing techniques, which include offering deceptive discounts.

### **FDI RESTRICTIONS**

Prior to 1997, FDI in retailing was permitted in India for a limited time, and permits were granted to a few MNCs, such as Nanz, to establish retail chains. Later, the government reversed its judgement and prohibited future FDI in the retail sector. It was thought that massive foreign direct investment in this area would put existing general stores at risk. Many global corporations entered India through joint ventures or franchisee agreements during the brief period when FDI in the retail industry was authorised.

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## SWOT ANALYSIS

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The company's SWOT analysis is based on the previous three months' analysis. They are mostly some of the drawbacks found in the Bangalore workplace, according to sports365.

- Due to the Corona virus, offices are closed, causing a delay in having work done at the inn.
- Due to a lack of labor, the operations, accounts, and finance teams struggle to keep up.
- Transportation is growing more challenging for transporting things from one location to another.

### 1. STRENGTH

- Building infrastructure as a business model is a new one on the market.
- There are not many rivals in the market.
- The current demographics in India will help this company model succeed and grow at a higher rate.

### 2. WEAKNESS

- This is a seasonal or event-based firm; thus, it is not a year-round operation, which raises the company's costs and lowers the operating profit margin significantly.
- Competitors can simply develop identical products and respond to market changes as well.
- Forecasting demand for each product is difficult because they come in a variety of sizes and differ greatly from person to person.

### 3. OPPORTUNITIES

- There's a lot of room for growth in this industry.
- There is a big untapped market to be had.
- People's disposable income has increased significantly as the government lowers tax rates, allowing the corporation to expand into more Tier-1 and Tier-2 cities.

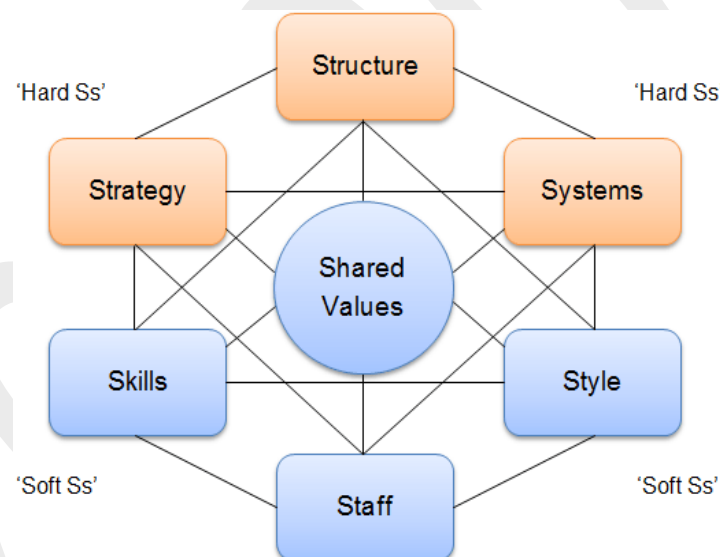
#### 4. THREAT

- Bata and Liberty have low-cost items available on the open market.
- Reebok covers around 46% of the Indian market in the sports apparel domain.
- There were few competitors in Bangalore for the Nike brand, which hampered the company's expansion.

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### COMPANY'S STRATEGIC FRAMEWORK

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The crucial inspiration for beginning this business was to serve a market that was underserved and unsaturated in the games and wellness industry. Aashutosh Chaudhari, the maker, needed to utilize his energy for sports to turn into a business person, in this manner he considered games to be wellness as the best fit. Up to this point, the association has been centered around filling a hole in the business by satisfying the necessities of people and foundations in the games and wellness industry. Their

technique and objectives for helping this industry are also distinct. The objective is to acquire a greater part portion of the market around here.

Understanding Mckinsey 7s model with reference to Sports365,

- **SHARED VALUES** - Values that will help the organization arrive at its business objective of Rs.1000 crore in the coming years. People and foundations are regularly alluded to as the "Principal Port of Call for Sports and Fitness Related Needs" by the association. Any representative of the association trusts in and works as per the previously mentioned rationale. The significance of partaking to make work simpler. Representatives, staff, administrators, and understudies esteem collaboration and have confidence in each other. As new representatives or understudies join the association, such standards are constantly shared and developed.
- **STRATEGY** - The arrangement to make a half and half plan of action. To be known as a specialist in the classifications of online business and institutional commitment models. They associate with networks and gather client bases at different scholastic establishments, universities/schools, organizations, wellness focuses, and different areas. The affiliation works steadily at the grassroots level to speak with sports and wellness aficionados and to foster the soul through certain on location contribution.

The turn of events and support of the Team's DNA is their second most fundamental methodology. The upper hand of this association is its group, which comprises of exceptionally qualified people, players, and competitors. There is a shown love for sports at whatever point the group works with customers.

- **STRUCTURE** - The organization has an efficient chain of importance, starting with lower-level work force and advancing to the chief level. What's more, the data stream is grounded, and the specialists reliably follow the headings. The board has been allowed some watchfulness in deciding, in spite of the fact that they should report any progressions to their nearby director. This method guarantees that a protected arrangement of connection and action is kept up with.

- **SYSTEM** - The organization is focused on helping and fulfilling shoppers. They have set up measures set up that request brand names and great merchandise or sporting gear. They have appropriate dissemination instruments set up to guarantee that their things are followed through on schedule. The gathering keeps on putting resources into new market improvement and consolidations and acquisitions.
- **SKILLS** - All of the individuals, workers, and understudies are competitors with amazing administrative abilities. A decent athlete, as indicated by the organization, is constantly propelled to work with deals and pay. Sportsmanship is an indication of progress. In actuality, the organization searches out individuals who dominate at explicit games. Fellow benefactor is a wellness monstrosity and badminton player. COO is an IIM-L graduate who has worked for organizations like P&G and McKinsey. He is a tennis player. The entirety of different administrators and colleagues are proficient cricketers, volleyball players, swimmers, etc. These fundamental gifts keep the group spurred and permit everybody to partake in the achievement.
- **STYLE** - Enterprise administration style is alluded to as "style." Interns and colleagues are more roused because of criticism, games, and raises. Representatives have the position to settle on choices and take an interest in the dynamic interaction. The work space in the association is continually invigorating and animating. The long periods of work are adaptable. Business has an agreeable administration style and a custom of games.
- **STAFF** - Employees are centered around consumer loyalty and helping the association in accomplishing its destinations. Representatives get more noteworthy headways and profession possibilities because of the organization's endeavors. They are remunerated monetarily when they accomplish or convert the organization's best clients/establishment.

As of now, 7 factors are aligned properly.

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## WORK PROFILE

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### *Project Title: Sales and Marketing Strategies*

#### **Objectives**

- To understand retailing and have direct communication/ negotiation with potential consumers.
- To maintain clear communication record with the potential client so as to avoid any future follow-up problems.
- To generate brand awareness.
- To work in team and plan the layout of how to revive the digital presence of the company.

Any internship is incomplete without the understanding of the organization's deliverables, therefore starting with the key USP's that helped us develop an understanding of the project/internship .

### **The Unique selling point of Sports365 (Infrastructure Division)**

- Sports365 provides end to end solutions i.e., can either build from scratch or take up the work at any level and then complete it.
- Sports365 is focused on quality and this shows in the longevity of years for which the courts and arenas stay functional.

- When doing from scratch, in technical terms, Sports365 start by making a sub base (which is basically 3 to 4 layers with different ratios and thickness mixtures). Followed by 6 layers acrylic pasting is done which gives bounce and colors on the ground surface. Lastly the equipment is setup like the post or net etc.
- How Sports365 differentiate from that of civil construction is that it takes time (almost 7 - 10 days for subbase itself whereas civil roughly does it in 2). They also focus on international angulation standards (less than 3%) which helps in longer life of the court and lesser chance of any accident.
- Sports365 also specialize in multi- sport- courts (delivered one in VPS school) where 3 courts are made in one.

### **The Unique selling point of Sports365 (Uniform Division)**

- Till now Sport365 has only worked with schools, however the organization is now willing to expand into the horizons that are active even during these covid times (like security agencies, or chain salon etc.)
- Sport365 primarily specialize in providing quality at a reasonable price. It provides a 6-month warranty (on manufacturing defects) because they trust in what they supply.
- Sport365 have the scope of full customization as per the needs of client - embroidery, logo, color etc.
- Sport365 are proud to have a great turn-around time (60 -75 days for the bulk quantity). They have established delivery chain and their own manufacturing unit. They have brands - "Kala" for school wear and "Gol" for sportswear.
- Sport365 have always focused on quality and thereby their prices start at approximately INR 400. These fabrics are strong enough to last over 2 years period. While this doesn't sound too interesting, when seen in context of hours (60 hrs. a week for 100 weeks where the uniform is put under continuous stress due to body movement and then numerous washing), it truly shows that only quality products can sustain.
- Lastly, similar to infrastructure, Sport365 provide end to end solution for uniforms well. It isn't just the uniform but the belt, ties, socks and shoes. They have collaboration with Nike for shoes and for uniform wear. They provide black or white shoes (Nike Revolution 4) as per the needs of client

# TASKS DONE

## 1. Client Negotiation & Brand Awareness in Infrastructure Domain

- ✓ Buyers' commonality (mindfulness) with a brand or its items is alluded to as brand awareness. Basically said, brand awareness is an estimation of a brand's capacity to be recollected and perceived by its intended interest group.
- ✓ Brand awareness is a strong showcasing strategy that makes clients secure an instinctual inclination for an organization and its items. Most showcasing strategies center around making a brand perceived and noteworthy since it is a vital factor in building brand trust and, ultimately, deals.
- ✓ We were divided in a team of 5 each and we started our work in the field of market research and database building of potential builders in a particular area. I covered 6 cities in the state of Uttar Pradesh More than 100 calls were made to these clients to increase brand awareness and to see the scope of collaboration with them. However, unfortunately due to the prevailing covid scenario, mostly negative responses were found. Also, Email Marketing was done by sending them brochures regarding the services sports365 provides.

	A	B	C	D	E	F	G	H	I	J
	Serial Number	Company Name	Contact Number	Email Address	Companies/Projects Social Media Link	Project Name	Project Area	Project Details	Remarks if Any	Call Remark
3			6387917632	subhamthwari030@gmail.com	<a href="https://www.instagram.com/shuvikbuilders/">https://www.instagram.com/shuvikbuilders/</a>	Interior, Exterior and Construction works	Lucknow, Uttar Pradesh	<a href="https://www.shuvikbuilders.com/Portfolio.html">https://www.shuvikbuilders.com/Portfolio.html</a>	Website - www.shuvikbuilders.com	The authority was not available at the moment. Pitched in the idea to the person on call but they work mostly on residential buildings thereby not in need currently.
4	1	Shuvik Builders Private Ltd		info@shuvikbuilders.com	<a href="https://www.facebook.com/shuvikbuilders/">https://www.facebook.com/shuvikbuilders/</a>				Projects executed since 10 yrs	
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12	3	Skyline architect	(0522)-2393123		<a href="https://twitter.com/SkylineArchitect">https://twitter.com/SkylineArchitect</a>					Brochure will be mailed regarding our services.



	A	B	C	D	E	F	G	H	I	J
79		Eldeco group	91 522 4039999	<a href="mailto:contact@eldecogroup.com">contact@eldecogroup.com</a>	<a href="https://www.facebook.com/EldecoGroup/">https://www.facebook.com/EldecoGroup/</a> <a href="https://www.instagram.com/eldecogroup/?hl=en">https://www.instagram.com/eldecogroup/?hl=en</a>	Eldeco Garden estate (Ongoing)	Kanpur, Uttar Pradesh	<a href="https://www.proptiger.co/m/kanpur/eldeco-estate.html">https://www.proptiger.co/m/kanpur/eldeco-estate.html</a>		
80	23									Not Available. Brochures will be mailed.
81										
82		Shyam Group	1800 200 1601	<a href="mailto:info@shyamgroup.org">info@shyamgroup.org</a>	None Active Currently	Kanha Shyam Residences (Ongoing)	Kalyanpur, Kanpur	<a href="http://www.shyamgroup.org/real_estate.html">http://www.shyamgroup.org/real_estate.html</a>		The authority was not available at the moment. They work mostly on residential buildings thereby not in need currently. Brochure will be mailed.
83	24									
84										
85		Morning Glory Infra Limited	91 8009090262	<a href="mailto:sales@mgil.co.in">sales@mgil.co.in</a>	<a href="https://twitter.com/aigagnon">https://twitter.com/aigagnon</a> <a href="https://www.facebook.com/themagnon">https://www.facebook.com/themagnon</a>	Morning Emerald Garden (Ongoing)	Swaroop Nagar, Kanpur	<a href="https://www.proptiger.co/m/kanpur/swaroop-nagar/morning-glory-infra-emerald-garden-1707642">https://www.proptiger.co/m/kanpur/swaroop-nagar/morning-glory-infra-emerald-garden-1707642</a>	<a href="https://www.mgil.co.in/">https://www.mgil.co.in/</a>	Website
86	25									The construction is halted at the moment.
87										
88		Vasundhara Infrastructure	91-9129195577 91-8115742727	<a href="mailto:info@vasundharaengs.in">info@vasundharaengs.in</a>	None Active Currently	Vasundhara Krishna Dham (Ongoing Project)	Kalyanpur, Kanpur	<a href="https://www.proptiger.co/m/kanpur/vasundharaengs-infra-zone-krishna-dham-3009437">https://www.proptiger.co/m/kanpur/vasundharaengs-infra-zone-krishna-dham-3009437</a>		Residential complex project currently ongoing. Not in need for now.
89	26									
90										
91		New Modern Buildwell Limited	0532-2400510	<a href="mailto:info@newmodern.in">info@newmodern.in</a>	<a href="https://www.facebook.com/nmbuildwell/">https://www.facebook.com/nmbuildwell/</a> <a href="https://twitter.com/nmbuildwell">https://twitter.com/nmbuildwell</a> <a href="https://www.instagram.com/newmodernbuildwell/">https://www.instagram.com/newmodernbuildwell/</a>	New Modern Navyug Tower 12A Phase 2 (Ongoing project)	Prayagraj, Uttar Pradesh	<a href="https://www.proptiger.co/m/ahmedabad/mushibuddin-sharathnaw-modern-buildwell-private-limited-group-tower-12a-phase-2-3084418">https://www.proptiger.co/m/ahmedabad/mushibuddin-sharathnaw-modern-buildwell-private-limited-group-tower-12a-phase-2-3084418</a>	Address: Plot No "0", Third Floor, Elgin Road, Civil Lines, Prayagraj U.P. – 211001	
92			91 8882 099 222							
93	27									Not Available. Brochures will be mailed.

Serial Number	Company Name	Contact Number	Email Address	Companies/Projects Social Media Link	Project Name	Project Area	Project Details	Remarks if Any	Call Remark
38	Ganapati Infotech	(91) 9161280999	Not Available	<a href="https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal">https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal</a>	Siddhi Vinayak premium	Shivpur, Varanasi	<a href="https://ganpatinfotech.co.in/3-bhk-apartment-in-shivpur-siddhi-vinayak-premium-shivpur/">https://ganpatinfotech.co.in/3-bhk-apartment-in-shivpur-siddhi-vinayak-premium-shivpur/</a>		The construction is halted at the moment.
39	Ganapati Infotech	(91) 9161280999	Not Available	<a href="https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal">https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal</a>	Ganapati Estate Ramnagar	Varanasi, Uttar Pradesh	<a href="https://ganpatinfotech.co.in/property-dealer-in-varanasi-ganpati-estate/">https://ganpatinfotech.co.in/property-dealer-in-varanasi-ganpati-estate/</a>		The construction is halted at the moment.
40	Ganapati Infotech	(91) 9161280999	Not Available	<a href="https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal">https://www.facebook.com/ganpatinfotech/photos/?sf=page_internal</a>	River View	Varanasi, Uttar Pradesh	<a href="https://ganpatinfotech.co.in/2-and-3-flat-in-ramnagar-river-view/">https://ganpatinfotech.co.in/2-and-3-flat-in-ramnagar-river-view/</a>		The construction is halted at the moment.
41	Shreema Infarealty	9953000888	<a href="mailto:sales@shreemainfra.com">sales@shreemainfra.com</a>	<a href="https://www.facebook.com/shreemainfraaaliya/">https://www.facebook.com/shreemainfraaaliya/</a> <a href="https://twitter.com/Shreemaaliya">https://twitter.com/Shreemaaliya</a> <a href="https://www.instagram.com/shreema_infarealty/">https://www.instagram.com/shreema_infarealty/</a>	Shree Krishna Vilas	Varanasi, Uttar Pradesh	<a href="https://www.shreemainfra.com/index.php">https://www.shreemainfra.com/index.php</a>		
42	VajraKaya Real Estate	91-542-2360888	<a href="mailto:vajrakayarealestate@gmail.com">vajrakayarealestate@gmail.com</a>	<a href="https://www.facebook.com/Vajrakaya/">https://www.facebook.com/Vajrakaya/</a>	VajraKaya Gyanoday	Varanasi, Uttar Pradesh	<a href="http://vajrakaya.in/vajragyanodaya.html">http://vajrakaya.in/vajragyanodaya.html</a>		Brochure will be sent to generate awareness. They are not in need of us currently.
43	VajraKaya Real Estate	91-542-2360888	<a href="mailto:vajrakayarealestate@gmail.com">vajrakayarealestate@gmail.com</a>	<a href="https://www.facebook.com/Vajrakaya/">https://www.facebook.com/Vajrakaya/</a>	Vajra Tuli	Varanasi, Uttar Pradesh	<a href="http://vajrakaya.in/vajratuli.html">http://vajrakaya.in/vajratuli.html</a>		Brochure will be sent to generate awareness. They are not in need of us currently.
44	Trupati Group	077030 03881		<a href="https://www.facebook.com/trupatigroups/">https://www.facebook.com/trupatigroups/</a>	Trupati paradise	Varanasi, Uttar Pradesh	<a href="https://www.proptiger.co/m/varanasi/akasha/trupati-group-paradise-1711031">https://www.proptiger.co/m/varanasi/akasha/trupati-group-paradise-1711031</a>		Not interested at the moment. Contact after Covid situation gets better.
45	Vidhan Group	91 7706000283	<a href="mailto:info@vidhangroup.com">info@vidhangroup.com</a>	<a href="https://www.facebook.com/vidhanbuilders/">https://www.facebook.com/vidhanbuilders/</a>	Vidhan Metro	Varanasi, Uttar Pradesh	<a href="https://vidhangroup.com/vidhan-metro/">https://vidhangroup.com/vidhan-metro/</a>		Not interested at the moment. Contact after Covid situation gets better.
46	Vidhan Group	91 7706000283	<a href="mailto:info@vidhangroup.com">info@vidhangroup.com</a>	<a href="https://www.facebook.com/vidhanbuilders/">https://www.facebook.com/vidhanbuilders/</a>	Vidhan Enclave	Varanasi, Uttar Pradesh	<a href="https://vidhangroup.com/vidhan-enclave/">https://vidhangroup.com/vidhan-enclave/</a>		Not interested at the moment. Contact after Covid situation gets better.

Above are some of the snapshots of the database maintained for the purpose of same.

## Limitations in the task:

- The ongoing Covid – 19 pandemic situations.
- The geographical area coverage of each individual so as to effectively target potential clients.

## **2. Digital marketing / Reviving Digital Media Presence**

Trying to resurrect a dormant social media profile might be difficult. Many social media profiles, on the other hand, provide opportunity to fulfil corporate objectives quickly and effectively.

We got a chance to work in the digital marketing domain of the company as well. The company plans on reviving the social media presence and thereby we intern, in team, had to make a schedule of the digital (Instagram & other platforms) posts for the upcoming month. Apart from this, we had to come up with the event idea that will take place on one of these social media platforms. We as a team of 5 came up with the following idea:

- It will be a free registration 2 round event on Instagram.
- Round 1 will be a sports Trivia round. We can use platform – Kahoot for the same. Participants are allowed with only single registration and we plan on having 50% conversion to Round 2.
- Round 2 is planned to be a fit task interactive event. In collaboration with Gym trainers/ fitness influencers, who'll also be the judge for the round, tasks will be given for some activity and the participants have to send a clip doing that activity.
- Marks will be given on the basis of who does best and winner will be announced.

### **Limitations in the task:**

- The planning phase was rightly done however the execution wasn't as expected since the company focused more on the Infrastructure and Uniform department. The company plans on utilizing these scheduling in future.

Social Media Marketing Calendar - June 2021 - July 2021				
Date		Content		
		Facebook	Twitter	Instagram
31-May	Monday	Sports and related product - Football		
01-Jun	Tuesday	Sports and related product - Basketball		
02-Jun	Wednesday	Sports and related product - Cricket		
03-Jun	Thursday	Sports and related product - tennis		
04-Jun	Friday	Sports and related product - badminton		
05-Jun	Saturday	Sports and related product - Running		
06-Jun	Sunday	Sports and related product - Swimming		
	<b>Week 2</b>			
07-Jun	Monday	Achievements and work of Sports 365		
08-Jun	Tuesday	Sports and related product - Table Tennis		
09-Jun	Wednesday	Walking distance challenge	-	#wedworkout tip
10-Jun	Thursday	Sports and related product - Squash		
11-Jun	Friday	Health/fitness tip		
12-Jun	Saturday	Sports and related product - Hockey		
13-Jun	Sunday	Yoga/fitness video		
	<b>Week 3</b>			
14-Jun	Monday	Moment marketing		
15-Jun	Tuesday	Polls		
16-Jun	Wednesday	-		
17-Jun	Thursday	Current Affairs related to sports		
18-Jun	Friday	Health/fitness tip		
19-Jun	Saturday	-		
20-Jun	Sunday	Yoga/fitness video		
	<b>Week 4</b>			
21-Jun	Monday	International Yoga Day		
22-Jun	Tuesday	Yogaposture challenge	-	Yogaposture challenge
23-Jun	Wednesday	-	-	#wedworkout tip
24-Jun	Thursday	Current Affairs related to sports		
25-Jun	Friday	<b>Health/fitness tip</b>		
26-Jun	Saturday	-	-	Fitness reels
27-Jun	Sunday	Yoga/fitness video	-	-
	<b>Week 5</b>			
28-Jun	Monday	Monday motivation post		
29-Jun	Tuesday	Moment marketing		
30-Jun	Wednesday	-	-	#wedworkout tip
31 Jun	Thursday	Its products		

### 3. Client Negotiation & Brand Awareness in Uniform Domain

In India, the uniform segment is worth \$2.86 billion and is rising at a CAGR of 11.21 percent. This category includes corporate uniforms, military uniforms, and school uniforms.

In India, the uniform business is largely unorganized. Uniforms are purchased from manufacturers in India rather than being rented like they are in Europe.\

The growth of international corporations in India across industries that demand uniforms for their employees, increased literacy, and an increase in school enrolments are the key drivers of this growth. The buying of school uniforms is on the rise as a result of these causes.

We've worked in the Uniforms space also since the organization has recently provided Uniforms in association with schools. However, since the Corona pandemic, the school's proactive tasks have been stopped. Presently, the organization is focusing on growing space to incorporate extra establishments may require outfits in spite of the pandemic. Establishments, for example, security associations will no doubt be our objectives.

Sr. No.	Security Agency	Address	Contact details
1	Shree Ram Security Guard services	Shop No. 31, Sector-5, Maa Sharda Complex, Vikas Nagar, Lucknow - 226022,	7947274728
2	Tiger Security Gaurd services	C-25 Alka Puri, Near Sahu Agency, Nehru Vatika, Kapoorthala, Aliganj, Lucknow.	8177000781, 7234857777
3	R.K security services	2/140, Vibhav Khand, Near Hanuman Mandir, Gomti Nagar, Lucknow	91 9044035445, 05222720926
4	Onkar Security Services		9999887153 7042297602
5	Sagar Security Services	No. F-7, Munshi Puliya, Ring road, Indira Nagar, Lucknow	9839846285, 9307043007
6	Red Alert security gaurd services	No. 4, Basement, Mariyam Plaza, Amrapali Circle, Indira Nagar, Lucknow	9838741698
7	White wing Security services	Sector No. 7, Indira Nagar, Lucknow	8765012536, 9532037004
8	Royal Cobra Security Guard Services	No. 1, Indira Nagar, Lucknow (Near Indian Oil Petrol Pump)	0522 - 6597222, 9936801001

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## LEARNINGS

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- Understand potential customer's requirements.
- How to pitch for sales.
- How to manage marketing activities.
- Learn how to work in team towards making plans for reviving company's social media presence
- How online marketing modules are approached and handled.
- How to approach a potential consumer with basic Email marketing etiquettes.

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