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**The Institute of Management,**  
**Nirma University**  
**MBA-FT (2020-2022)**

**SPORTS**  
**365**  
**.in**

**Summer Internship Final Report**  
**Sports365**

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**Submitted To: Dr. Shahir Bhatt**

## Title

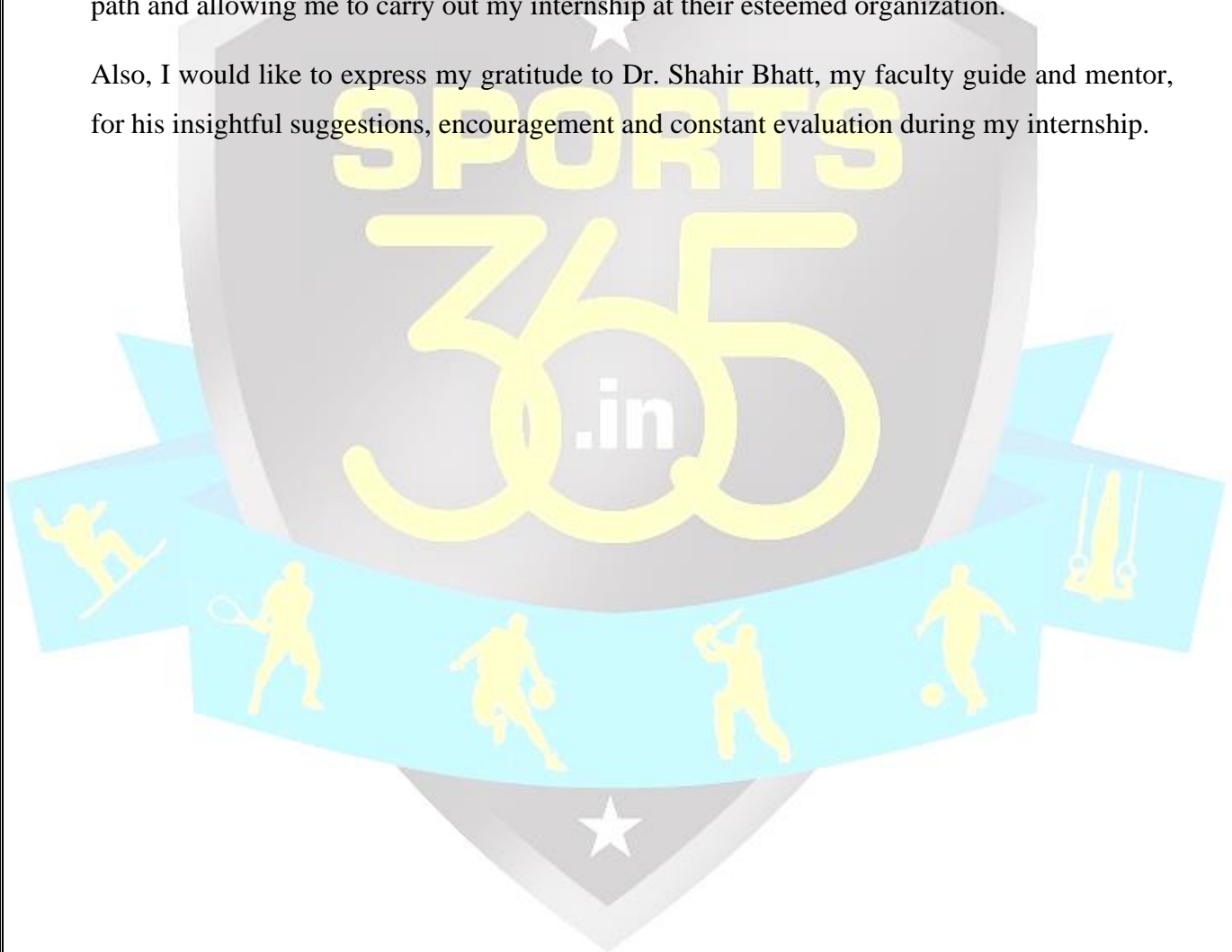
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<b>Company Name</b>	<b>Sports365 (also known as Pulse Sports PVT. LTD)</b>
<b>Project Title</b>	<b>Marketing &amp; Sales Strategy</b>
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<b>Faculty Mentor</b>	<b>Dr. Shahir Bhatt</b>

## Acknowledgement

The internship opportunity with Sports365 for me had been a major contribution in learning and professional development. Therefore, I consider myself as a very lucky individual for getting this opportunity.

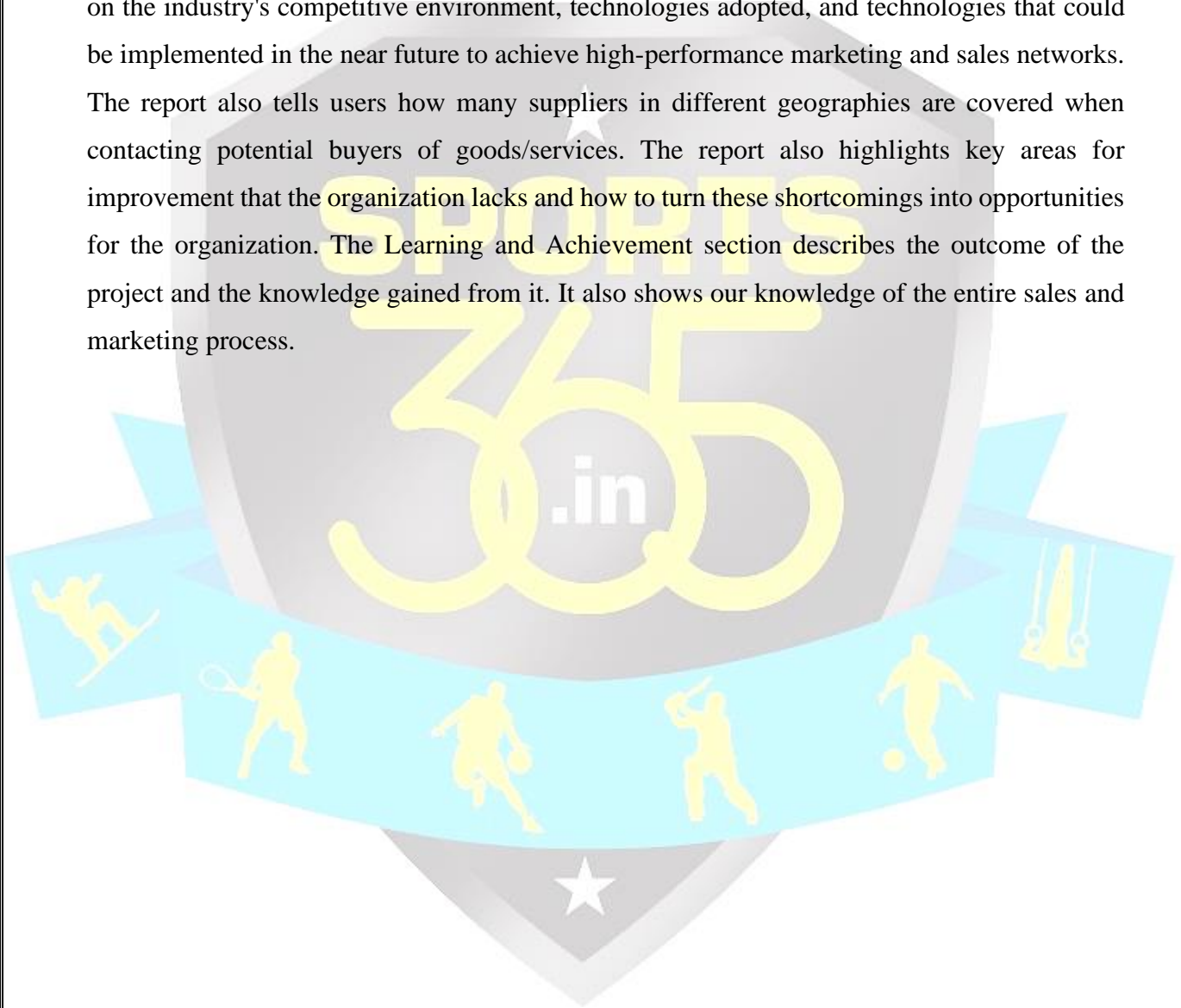
I am using this opportunity to express my deepest gratitude and special thanks to my Mentor for the project & Senior Manager - Sales, Miss. Upasana Bhat, who in spite of being extraordinarily busy with their duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my internship at their esteemed organization.

Also, I would like to express my gratitude to Dr. Shahir Bhatt, my faculty guide and mentor, for his insightful suggestions, encouragement and constant evaluation during my internship.



## Executive Summary

This is a report on Sports365's marketing and sales practices that include the provision of Unified Infrastructure Services. Thanks to the company's direct experience in sales and marketing, I was able to understand the best practices in the field of sports and fitness, and there is still room to improve the work of the organization. The report also includes research on the industry's competitive environment, technologies adopted, and technologies that could be implemented in the near future to achieve high-performance marketing and sales networks. The report also tells users how many suppliers in different geographies are covered when contacting potential buyers of goods/services. The report also highlights key areas for improvement that the organization lacks and how to turn these shortcomings into opportunities for the organization. The Learning and Achievement section describes the outcome of the project and the knowledge gained from it. It also shows our knowledge of the entire sales and marketing process.



## Contents

<b>Serial Number</b>	<b>Particulars</b>	<b>Page Number</b>
•	<b>Acknowledgement</b>	<b>III</b>
•	<b>Executive Summary</b>	<b>IV</b>
<b>Part A</b>	<b>Profile of the Organisation and Analysis</b>	<b>1-15</b>
<b>1</b>	<b>Company Profile</b>	<b>1-3</b>
<b>2</b>	<b>Organization's Top Management</b>	<b>3-4</b>
<b>3</b>	<b>Organization Culture</b>	<b>4</b>
<b>4</b>	<b>Market</b>	<b>5</b>
<b>5</b>	<b>Business Scope</b>	<b>5</b>
<b>6</b>	<b>Product and Services</b>	<b>6</b>
<b>7</b>	<b>Positioning</b>	<b>7</b>
<b>8</b>	<b>Distribution Structure</b>	<b>7</b>
<b>9</b>	<b>Customer Profiling and Segmentation of Markets</b>	<b>7-8</b>
<b>10</b>	<b>Comparative Performance</b>	<b>8</b>
<b>11</b>	<b>About the Industry</b>	<b>9-10</b>
<b>12</b>	<b>Growth Strategy</b>	<b>11</b>
<b>13</b>	<b>Analysis Of Growth Pattern and Value System</b>	<b>11-12</b>
<b>14</b>	<b>Comparison With Similar Players in The Industry</b>	<b>12</b>
<b>15</b>	<b>Mckinsey 7-S Framework to Analyse the Different Aspects of Organization</b>	<b>13-14</b>
<b>16</b>	<b>Michael Porter's Five Force Theory</b>	<b>15</b>
<b>Part B</b>	<b>Project Work</b>	<b>16-19</b>
<b>Part C</b>	<b>Learning from the Summer Training Project</b>	<b>20-22</b>
•	<b>References</b>	<b>23</b>

# Part A: Company Profile

**Company Name:** Sports365 (also known as Pulse Sports PVT. LTD)

**Year of Incorporation:** 2012

## About the Company

Sports365 is an online marketplace of sports and fitness products that they merchandise through different platforms. This portal was developed in May 2012 by G. Chandra Sekhar Reddy and Aashutosh Chaudhari, with various national and international players representing the start-up as brand ambassadors. The sports and fitness equipment markets were analyzed and found to be highly unstructured and thus they decided to start the business to tap into this market.

The founder of Sports365 has over 25 years of extensive business experience with businesses such as Procter & Gamble (P&G), McKinsey & Co, and KPMG (KPMG), as well as a good educational background (NIT and IIM). Sports and fitness legends like Mahesh Bhupathi, Yuvraj Singh, and Lara Dutta back the founding squad. The game started in early 2012 when the company's founding team described the company's initial strategy, and it hasn't stopped since! Sports365 is excited to start a sporting revolution in India by being the first stop for individuals and organizations seeking sports and fitness services. Sports365 owns and runs a number of famous sports-related websites in India, including the following:

1. Sports365.in
2. Tennis365.in
3. Running365.in.

They took seed capital of around Rs.1 crore from family and friends and concentrated it on resource performance. This allowed them to develop teams and incorporate the latest technology into their products and services. Sports365 earned revenue of about 4.6 crore in the first year of its operations. Since then, Sports365 has worked diligently to present value propositions to its customers as compared to the sports brands engaged in brick-and-mortar shops.

In addition, they have resorted to the endorsement of famous sports and fitness icons such as Mahesh Bhupathi among others to overcome the promotional hurdle on a large scale. In 2014-15, Sports365 raised its revenue to Rs 14.5 and set Rs 120 crore goals over the next three years. The start-up raised over Rs 7 crore capital from US venture capital firm Powerhouse ventures

and IT services firm Zolon Tech in 2014 and is now a leading player in both the offline and online sports and fitness products and services channels. Sports365 is the largest sports and recreation corporation in India. It is the culmination of a collaboration between experienced management professionals with a passion for sports, prominent Indian sports stars, and industry experts.

Sports365 also offers integrated options for organizations' sport's needs, from national sports teams, leagues, academies, colleges, academies, and businesses. Sporting equipment, design, production, and delivery of sports equipment, sports technology, competitions, and consultancy are only a few of the services offered to businesses.

Sports365 also collaborates with leading sports and fitness brands both within and outside of India to help them realize the full potential of the Indian industry. Hero Cycles, Wimbledon, Victor, Mizuno, V22, Lumo, and others are among Sports365's strategic brand partners.

Sports365 has branches in Hyderabad, Chennai, and Jalandhar, as well as a headquarters in Bangalore. The organization is led by a group of over 100 people who are both sports and fitness enthusiasts. Sports365 also invests in leading US venture capital firms including Powerhouse Ventures and Zolon Ventures.

Sports365 has risen to the top of the Indian sports scene in a brief amount of time since its launch. The business has won a number of awards and has been named one of India's top 50 startups.

**Vision:** Born out of passion for sports, the company's vision is 'to be the first port of call for sports and fitness related needs' for individuals and institutions.

**Investors:**



- 1. Powerhouse Venture:** Powerhouse Ventures is a leading US-based venture capital company focusing on investing in high-growth markets such as India through emerging

sectors such as eCommerce, CleanTech, and Healthcare. Powerhouse Ventures has provided Sports365 with funding, advisory and strategic guidance since its early days.

- Zolon Ventures:** Zolon Ventures is a leading US-based investment company focusing on investing in high-growth, technology-sector markets like India. Since its early days, Zolon Ventures has provided Sports365 with funding, guidance, and strategic direction.



## Organization's Top Management



**Mahesh Bhupathi**  
Director  
India's Tennis Legend

Mahesh Bhupathi is a legendary sportsperson with 12 grand slam titles in the sport of tennis. He is the director and brand ambassador of the company and brings along his immense experience on and off the field. He also provides the management team with the strategic plan and helps in promoting the brand at the international level.



**Chandra Sekhar Reddy**  
Founder & CEO  
Ex P&G, Mckinsey, IIM Lucknow

Chandra Sekhar Reddy is one of the co-founders of the company and an expert in the sports sector. He was the one to see a vision for this company. He received numerous rewards for his immense contribution to the sports field. He brings in experience in the fields of revenue maximization, corporate strategy, new business development, operations'





**Aashutosh Chaudhari**  
Co-founder  
Ex P&G, KPMG, IIM Lucknow

transformation, mergers and acquisitions, etc.

Aashutosh Chaudhari is also one of the founders of Sports365 along with Chandra Sekhar Reddy. In the early days, he played a second fiddle to the CEO of the company and currently he plays an important role in the marketing team of the company. Moreover, he is an expert in the field of sports and leads various initiatives in the e-commerce business.



**Yuvraj Singh**  
Brand Ambassador  
India's Cricket Legend

Yuvraj Singh needs no introduction to the Indian as well as international audience. Not only has he won 2 world cups with the Indian Cricket Team, but also, he has been a motivational youth icon who fought cancer. He has been the brand ambassador for the company. His all - round performance in the team sport has helped him and the company to promote the brand across the globe.

## Organization Culture

Sports365 focuses on embedding a philosophy of mind and body endurance in its workers, allowing them to work with passion in each department. They believe in imparting qualities such as one-minded concentration, multi – dexterity, patience, competence, cooperation, calmness and fair play that are all similar to every sport's player characteristic. Oriented mentality helps workers improve their productivity, contributing to improved overall efficiency.

Sports365 expects its workers to possess a diverse range of skills that will help them even in adverse circumstances and thus follow a versatile approach to problem solving.

## **Market**

Sports365 has successfully taken the pole position in India's sports segment in a very short time span since its inception. Sports365 owns and operates numerous online portals such as Sports365.in, Running365.in, Tennis365.in, and many more which are the sports lovers' favourite option in India. Sports365 also partners with leading sports & fitness brands within and outside India to help them tap Indian markets' true potential. The company's strategic brand partners include the likes of Wimbledon, Victor, Hero Cycles, V22, Mizuno, Lumo and more. Thus, it also has a strong international reach.

The company is further looking to explore new market by adding seven new product categories in its portfolio. By doing so, it plans to capitalize on its already existing non-competitive market base of schools in cities like Bangalore and Hyderabad. The company has a long-term vision and plans to move up in the market through Product Development and Diversification strategy. As per these strategies, the company will try to penetrate the existing and the new markets through the launch of new product categories.

## **Business Scope**

The company generates its revenue through two channels, namely the B2B institutional sales services and the B2C e-commerce channel. These two channels generate huge cash cumulatively and help in online promotion and increasing user outreach. The majority of company's revenue comes from the B2B institutional selling channel.

The company is in the business of designing and making available customized products in multiple segments. Also, equipment related to team sports such as football, cricket, hockey, volleyball, and basketball along with equipment of running and fitness activities are also provided with better quality and on-time delivery. It has also entered into cycling segments in the recent years.

The institutional customers of the company are mainly schools in cities of Bangalore and Hyderabad. It provides school uniform and shoes in bulk to schools. A child is sent for schooling for almost 15 years in modern societies. The customer would not look to buy a school uniform from any other place as long as it is satisfied with the pricing and the service of the current supplier. There is no competition for the company in this market. Thus, the customer lock-in period for the company in institutional selling is very high.

## Product and Services

### Sports Supplies (E-commerce)

Sports365 have various products and services to offer to their clients. Be it a retail client, for whom they have an e-commerce website or a bulk buyer like schools, for which they have a portal called School365, or any corporate/ developer who wishes to develop the sports infrastructure in their premise. The company covers the needs and wants of all these types of clients.

The company has various offerings in multiple sporting segments. The company majorly divided these segments into 4 parts which are as follows:

1. **Racket Sports:** Under racket sports, the company focuses on Tennis, Badminton, Squash, and Table Tennis. The company not only sells the rackets but they sell all the supplies which are required for these sports be it balls, shoes, bags, apparel, and other accessories.
2. **Team Sports:** Under the team sports segment, the company sells the supplies of sports like Cricket, Volleyball, Football, Hockey, and Basketball. Just like racket sports, in this segment also, the company focuses on selling almost all the supplies which are related to these sports.
3. **Running and Fitness:** The company sells equipment and accessories for sports running, swimming, yoga, and other fitness equipment.
4. **Cycling and Outdoor:** In this segment, the company sells accessories for cycling and few other outdoor sports. Along with this, they also sell accessories for fishing and archery.

To focus on bulk buyers like Schools the company has a portal to accommodate the requirements called School365. Currently, the company is serving in few schools in Bangalore and Hyderabad. They cover the requirements like Footwears, Uniform, Books & Stationery, Bags, lunch boxes and Bottles, and sports and fitness.

Recently, the company is planning on developing sports infrastructure and equipment supplies. In this segment, they are providing the services like Consulting & Advisory Assistance, Designing, Construction, Fencing, lighting & Fencing, and Installation. The company had worked for more than 150+ clients.

## **Positioning**

The company differentiates its goods and services by providing the various organizations the required expert guidance and counselling services so that they can take educated decisions and purchase the correct equipment as per their requirement. Sports365 also incorporates a hybrid business model; where in the sales team interacts with prospective customers and large-scale institutions and communities through the institutional engagement model along with the e-commerce channel. In addition, the team members' passion for sports creates a high entry barrier for new players, creating an ever – lasting impact on their customers and other stakeholders. The company envisages of maintaining the top position as a sports and fitness equipment distributor over the coming years, by providing satisfaction and value to its customers.

## **Distribution Structure**

Sports365 has various platforms to offer its goods and services throughout the country. It works on both, offline as well as online platforms. The institutional selling is carried out via sales team. The business also sells via various e-commerce firms including Flipkart, Amazon, Snapdeal and Paytm. Company also uses advertisements, referrals and digital advertisements on social media to reach out to Internet users.

## **Customer Profiling and Segmentation of Markets**

Sports365 has different categories of clients which are commonly categorized as individual and institutional clients. The individual clients include the online purchasers or the e – commerce users, who purchase equipment from the online platforms for their personal use. The institutional clients are bulk purchasers who are traced and contacted by the efficient sales team of the company. The company provides a variety of customized solutions for numerous institutions such as professional sports teams, schools and colleges, sports clubs and training centres, as well as various other corporate organisations.

Now, talking about the market for the company, it is broadly segmented into fitness and sports sectors. The sports segment is subsequently divided into further categories. Among the sports category, there are tournaments such as IPL (Indian Premier League), ISL (Indian Super League) and various other such leagues that demand extensive analysis and guidance as well as quality sports equipment's at affordable costs. On the other hand, in the fitness sector,

various public parks, running and cycling tracks, skating rings, swimming pools, gyms, yoga centres, etc. are included. People are increasingly becoming fitness conscious in contemporary times and this is a high opportunity for Sports365 to expand in this sector. Among sports sector, institutions like schools, colleges and corporates form a significant part requiring bulk purchase of equipment.

## **Comparative Performance**

Sports365 has an integrated culture that creates the passion for sport among the members of its team. Along with this, leading sports and fitness icons are linked with the organisation. These factors help to distinguish itself as a well-developed community that performs well in contrast to its competitors. Sports365 owns various portals for different segments that rank well above other players in terms of product and service customization.

Sports365 needs to boost its consistency and timely service delivery, which, according to customer feedback, is comparatively on the lower side to other clubs. The institutional involvement model of the business is one of its distinct models that, in terms of its consulting services, surpass other players for business with large organizations like colleges, universities and others. Sports365 has also strategically collaborated with various sports brands like Hero Cycles, Wimbledon, among many others, which has made possible for the company to harness Indian markets' potential. This has also helped the company to rank high on average from other rivals in terms of increasingly rising market share and online traffic to its websites.

## About the Industry

In 2017, the Indian demand for sports and wellness products was valued at \$3,314 million USD. According to projections, the market cap will hit \$5,565 million US dollars by 2023, rising at a compound annual rate of 9.0 percent from 2018 to 2023.

Sport is regarded as an essential component of a person's overall growth. As a result, many Indian schools, universities, and government institutions allow students to participate in physical education and other courses. Furthermore, the Indian population's increasing knowledge of personal wellbeing has led them to join health clubs and gyms, as well as regularly engage in a variety of sports.

In addition, they engage in non-traditional gym lessons such as Zumba, kickboxing, and aerobics. The increasing popularity of this form of practice has prompted a surge in gym openings in the area, which has accelerated the market's rise.

For sports goods, India is a significant market. In 2020, India's population was estimated to be 1.38 billion inhabitants, accounting for about 18% of the global population. Furthermore, the millennial generation, which is the target customer market for sports and fitness products, makes up a large portion of the current population.

**Breakup by Product Type:** The Indian sports and fitness goods industry was categorized into balls, adventure sports, fitness products, and golf products based on product category. Among these, balls represent the largest product segment.

**Breakup by Fitness Goods:** The market has also been bifurcated based on fitness goods into cardiovascular and strength training goods.

**Breakup by Cardiovascular Equipment:** Based on cardiovascular equipment, the market has been categorized into treadmill, stationary bike, rowing machine and elliptical.

**Breakup by End-Use:** Based on the end-use, the report has segmented the market into health clubs and gyms; home consumers; hotels and corporate offices; hospitals, medical centers and public institutions.

**Regional Insights:** On a geographical front, the market has been segmented into North India, West and Central India, South India and East India

**Economic policies by the Indian Government for sports:**

The Sports Authority of India, set up under the Ministry of Youth Affairs and Sports and the sport-specific national sports federation oversee this program.

Key features of the program are:

- A pan-India program to provide 1,000 young athletes with an annual scholarship of \$ 7,350 (Rs 500,000) for eight years
- Fund 20 universities across the country to promote excellence in sport while pursuing their education level
- Provide college and university students with maximum access to organized sports.
- National boost to physical activity to measure and support activities related to physical activity for 200 million school-age children
- Establishment and use of open gyms in public parks
- Use technologies such as mobile applications to promote sport and reach young people in rural or disadvantaged areas of the country.
- A national talent search portal established for talent identification and management under the Indian Sports Authority.

## **Growth Strategy**

Sports365 was founded by two IIM Lucknow graduates with 8 years of industry experience. C. Chandra Sekhar Reddy and Ashutosh Chaudhary were 31 and 32 years old in May 2012, respectively. Individuals and institutions.

The founder raised the initial capital of Rs 10 million with the help of starting funds from friends and family. Once they receive seed funding, their next goal is to build a stronger and more efficient operations team, and to build the required technology and infrastructure. In the first year of business philosophy, in terms of capital use, efficiency and efficiency must be improved.

Once you achieved this goal, they focused on the brands they were in contact with, but the challenge for them is that in 2013, institutions are more inclined to physical acts, which were not attractive. Fit for most brands. To overcome this challenge, Sports365 shifted its focus and attempted to team up with an increasing number of institutions, such as schools, businesses, and sports clubs in the region. So, it is easier for them to get top brands and many brands.

In 2015, they obtained more than 35,000 products from more than 150 sports brands. They just don't start selling through various e-commerce websites like Flipkart and Amazon. Of course, they also sell these products on their portal ([www.sports365.com](http://www.sports365.com)).

In the offline space, companies, schools, sports clubs and training schools have solutions in sporting goods, merchandise, clothing and infrastructure. The start-up has 250 institutional clients, including first-class schools, sports schools, ISL and I-League professional sports teams in 2015, and multinational companies: Google, Facebook, Amazon, NTT, Accenture, Wells Fargo, etc.

Meanwhile, they also took Rs 70 million of new money from US IT companies. In the coming years, they will be able to build a strong core leadership team for the company.

## **Analysis Of Growth Pattern and Value System**

In my understanding of the company, it started with very little capital, and at the beginning of its initial objective, it was clear that the money available should be used in the most effective and efficient way. It is also clear that the company's long-term goal is to occupy the Indian sports market. Today, the organizational culture of a company depends on a central team that leads a specific department.



Value system: Sports365 operates through 3 different portals, such as Tennis365, Running365 and Badminton365. The organization has alliances with the best brands in these sports to ensure that end customers only buy top quality products.

Sports365 uses an appropriate method for business operations as it does not rely heavily on inventory stock, as long as you receive customer orders, you will contact the supplier directly.

Achievements: Founded in the year 2012 Sports365 has been able to manage a setup as an emerging start-up in the industry. These are the following few achievements of the organization:

- In the year 2015 it was able to raise funding of Rs 7 crore from US based IT company.
- Till now it has been successfully able to tie up with more than 300 institution like schools etc. in Bangalore and Hyderabad.
- The brands nowadays are also supported by big sports icons like Mahesh Bhupathi, Yuvraj Singh and Deepika Pallikal.

### **Comparison With Similar Players in The Industry**

E-retailers sports equipment industry in India is very and yet to be properly penetrated not like the particular E-commerce industry which has been able to reach till tier 4, tier 5 cities as well as the rural market in Indian economy.

Sports365 faces competition with some of the other starts up like khelmart.com, Sporting8.com etc these websites are those in which sports equipment of almost all the types are available not the others players in the market www.onlicecricgear.com etc where equipment of one particular sport is available only.

Note: Big ecommerce company like Flipkart, amazon shopclues, and some other giants are not included because these also deals with other category of goods also they are unlike sports365 which are focused on one type.

- More brand on boards: As compare to the other companies in the market sports 365 has tie with the greatest number of brands than any other company.
- Wider product offering: Sports365 has also more wide range of product to be offer to the customers as well as the schools and other institution with which it has tie ups for example: Sports365 also offers those technological equipment's that are need for the practice sessions. Such equipment is not available on the websites of its competitors.
- Institutional customer base: One thing which is very unique with sports365 is that it not only depends on individual customers for its revenue but also institution like schools and sports clubs also contribute in its revenue.

## Mckinsey 7-S Framework to Analyse the Different Aspects of Organization

- **STRATEGY:** Sports365 has a strategy of being associated with sporting icons like Mahesh Bhupathi who, among many others, is constantly giving the company strategic direction in terms of its global promotion. In addition, the company's investors such as Powerhouse Ventures and Zolon Ventures are actively offering strategic advice about their marketing strategies so that more money can come into the business.
- **STRUCTURE:** Sports365 has a versatile organizational structure due to reporting to the Human Resources Department on different issues and its department is primarily divided into goods and services. The department of service contains divisions for advisory services and consulting. The marketing department is composed in subgroups in team sports, individual sports and health fields. Any problem occurring in one department can be reported to head of that department who further reports to the higher officials.
- **SYSTEMS:** In the company, the team members track and upgrade the e-commerce systems constantly to improve client experience. In addition, certain leaders are specifically recruited for updating their online infrastructure using the new web technologies. The sales people respond every day to their customers in the B2C or B2B sector with utmost timeliness and humility, and provide the best service on time. This enhances the overall client experience.
- **SHARED VALUES:** The Corporation shares the importance of organizational engagement in the corporate wellness initiative "time out," which primarily promotes the overall wellbeing of organization workers by incentives and appreciation and concentrating on sport and fitness goals. In addition, Sports365 also focuses on productive customer care through its employees' behavioural training that focuses on personalization and changing demands of its clients.
- **STYLE:** The business relies on an inclusive and progressive leadership that focuses on including all team members in the company's big growth and other strategy decisions. This creates a sense of obligation among its employees that drives an atmosphere of innovation and creativity. Such efforts help the business sustainably expand in the long term.

- **STAFF:** The Company's employees perform various jobs from calling and responding to their clients' queries to creating websites with better integrated technologies. This helps to boost both offline and online sales and thus generates higher profits.
- **SKILLS:** The Company's team members have expertise in terms of content management, brand recognition, inbound traffic generation, as well as lead production and sales from various sources. In addition, they are also experienced in blogging, video production and search engine advertisement that helps increase the company's efficiency and enhance its web presence.



## Michael Porter's Five Force Theory

- **COMPETITIVE RIVALRY:** Due to introduction of more and more innovative web technology along with the creation of brand partnerships, there is intense competition among the players in the sport and fitness market. The notion of competitive pricing and web 4.0 has expanded enterprise - wide marketing management warfare, resulting in enormous number of options for the customers. Sports365 needs to deal with this situation by introducing and managing a system that focuses on consumer feedback within its company and seeks to establish long - term relationship with them.
- **SUPPLIER POWER:** Suppliers of various sports equipment and other fitness products have very less power due to the Sports365's significant role in the operational chain. This is because the company is synonymous with numerous sports and fitness icons as well as supported by multiple investors who have considerable interest in the sports and fitness industry.
- **BUYER POWER:** Buyers are also concerned with the purchasing of Sports365 sports and fitness products, as well as with their advisory services, which reflect the brand's success with its customers. In addition, their upgrade to technology and web services further strengthens their digital presence in various social media such as Twitter, Instagram and others. It leads a greater number of customers to get locked up with the product and thereby decrease the buyer's power in relation to its products.
- **THREAT OF SUBSTITUTION:** The Sports365 organization has already built up a work culture and core values among its workers that cannot be easily substituted by other players in the industry. This has significantly reduced the threat of substitutes, and along with this, the hybrid business model structure of the organization further reduces the risk of invasion by other companies with offensive strategies.
- **THREAT OF NEW ENTRY:** Because of its extremely unstructured nature, there is extreme likelihood of big players coming to India to have a share of the sports and fitness industry. In addition, the government is taking numerous steps to promote sports and raise awareness of different fitness acts. To tackle this problem, with its improved infrastructure and premium customer support, Sports365 poses a high barrier to new players' entry and therefore maintains its solid market position.

## **Part B: Project Work**

### **Title of the Project: Marketing & Sales Strategy**

#### **Objectives**

- Understand retailing and be able to communicate and negotiate directly with potential customers.
- To keep a detailed record of communication with the potential customer to avoid any future follow-up issues.
- To increase brand recognition.
- To collaborate as a team and map out a strategy for reviving the company's digital presence.

#### **Understanding of the Task and USP's of Sports365**

Understanding the deliverables of the department to the clients. Sports365 offers a high-quality sports infrastructure for various sports.

- All of these offerings are certified by the premium accreditation agencies for each sport.
- Sports365 in-house experts for each sporting discipline can aid the school, arenas, corporates, competitions, etc. in design and choice of infrastructure delivering the best value for the event.

The USP's of Sports365 in Sports infrastructure:

- Sports365 provides end-to-end solutions i.e., we 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 starts by making a sub-base (which is 3 to 4 layers with different ratios and thickness mixtures). Followed by 6 layers of acrylic pasting is done which gives bounce and colour on the ground surface. Lastly, the equipment is set up 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 days). They also focus on international angulation standards (less than 3%) which help in the long life of the court and a lesser chance of an accident.

- Sports365 also specializes in multi-sport- courts (delivered one in VPS school) where 3 courts are made in one.

Since the organization fundamentally gives athletic gear to schools and works in the field of school regalia, it has moved into the game's framework area somewhat recently because of the current monetary environment. The organization focuses on giving customers a specially crafted sports complex (indoor or outside) that addresses their issues. The principal objective was to make a data set of manufacturers from all over the country who may conceivably work together if they got comparable solicitations from customers.

This will likewise incorporate outreach group support. To do as such, we'll need to contact likely manufacturers and raise their familiarity with the administrations.

The rest of the temporary job will be dedicated to reviving the organization's presence across numerous web-based media stages, which has been stagnant for quite a while.

We'll currently be working in the Uniforms space also. 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 that may require outfits despite the pandemic.

### **The Problem's Nature:**

COVID-19-related challenges for our clients in real estate development:

- The early panic of COVID-19 began with the building work being halted.
- Construction work was halted and employees were relocated to their villages as a result of the country's blockade.
- The gym and other amenities have been inactive for over a year and are unlikely to be fully utilised in the near future.
- The path forward is unclear.
- Sports equipment sales have been suspended due to the COVID 19 epidemic, making it difficult to expand existing business.
- Nike School Shoes, our flagship product, has low sales.
- There is no new cooperation with the school in the field of sports equipment.

### **Objectives for Solving the Problem:**

- Conducting comprehensive market research and studies to identify prospective clients for our company.

- Oversee the pipeline creation process, interact with potential clients, and help with entrance.
- Identifies and recommends options for firms to consider when developing listing strategy for the same category.
- Prospective clients are being sold infrastructure development and standardised services.
- Recognizing Changing Market Situations Recognize that market scenarios are unpredictable. We can convert these changes into opportunities and exploit them to our advantage with the aid of ever-changing business processes and global supply networks.
- Establishing a comprehensive service for real estate developers to obtain services that meet the needs of sports equipment and their infrastructure needs.
- Understand the services/business plans offered by Sports365.

### **The Following Are Some of The Ways That E-Commerce May Assist:**

- Begin selling right away.
- Begin to generate cash flow.
- Invoices for inventory.
- Assist your clients.
- Brands may easily contact their target audience by listing their items on internet platforms like Indiamart.

### **Summary of Call Made**

I made around 150 calls to a big number of property developers and security companies throughout my two-month internship, enquiring about our service requirements.

During training, each applicant was allocated many instances in order to harvest data about possible clients in that geographic region. I was appointed to the states of West Bengal, Gujarat, and Rajasthan. Approximately 150 potential consumers were contacted during the training session.

### **Summary of Digital Marketing**

It might be tough to restore dormant social media profiles. Many social media profiles, on the other hand, offer chances to fulfil corporate objectives swiftly and efficiently.

We can also work in the company's digital marketing department. Our team's interns must arrange digital postings (Instagram and other platforms) over the next month as the firm plans to rebuild its social media presence. We also need to come up with ideas for activities that can be done on one of these social media sites. We came up with the following suggestions as a group of five people:

- 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.

Although the planning phase was completed well, the execution did not go as planned since the firm placed a greater emphasis on the Infrastructure and Uniform departments. The firm intends to use this schedule in the future.

Social Media Marketing Calendar - June 2021 - July 2021				
Date	Week 1	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	Health/fitness tip		
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		



## Part C: Learning from the Summer Training Project

### Observations

**Industry potential:** Learning about Sports365 gave me a better grasp of the relevance and consumer value of sports and fitness items in India. When I first started working on the project at the positioning stage, I found the comprehensive understanding, as well as the nuanced insights I gained thereafter. Aside from sports and fitness items, you'll learn about the issues facing the Indian infrastructure industry, the necessity of building business relationships with schools and real estate businesses, and the value of understanding seasonal employees in the field.

I see that there is a rising need to adjust to this age, with the majority of people working from home and spending the bulk of their time glued to a computer, producing more health concerns than ever before.

**Gaps Analysis:** This e-commerce platform, together with conversations with online shipping providers, has provided me with a wealth of knowledge regarding the gaps in our offerings and their expectations. This allows us to look at the platform from two perspectives (i.e., from the perspective of the provider and the organization).

**Different Points of View on E-Commerce:** As stated in the introduction, the organization's primary goal is to create and launch new internet suppliers. So, if you wish to get online, the project gives you first-hand knowledge of what information is required from the provider's standpoint. Even from an operational standpoint, this gives first-hand information on what the deal is for the web provider. As a result, I gained a basic understanding of how e-commerce works as well as specific specifics.

**Variables Affecting Sales:** A variety of factors impact product sales, including website presence, brochures, communication channels, message content, and the customer's online entry procedure. Text messages, emails, and other electronic communications the product and its merits should be presented in depth to attract buyers, and the submission should be eye-catching and clear.

**Impact of Social Media:** In today's world, everyone is on social media, therefore we need to take use of this platform to promote items online by publishing images and videos. The firm routinely publishes videos since video communications are the most engaging and may have an influence on the audience.

## Critical Issues

- Cash flow: A high-capital company like real estate requires a large quantity of cash flow. Due to the pandemic, the industry has suffered a significant loss, resulting in poor cash flow, which has resulted in low turnover of potential clients.
- Cashflow Crunch: Due to a lack of sales and earlier credit build-up, cash flows have been temporarily closed.
- Inventory build-up refers to the stockpile of raw materials and finished items in the warehouse.
- Uncertainty in the sales cycle: Due to social distance, the counter-selling market has turned negative, and we don't know when to open the door.
- Clients are still unaware of e-commerce sites dedicated to consistent requirements.
- Vendors place a lot of conceptual obstacles in the way of virtual onboarding.
- Because Indian customers buy garments in larger sizes in anticipation of future changes, they are doubtful that an internet retailer would meet their demands.
- Many customers believed that the prices were greater than those offered by local merchants, and that product delivery would take longer than expected. They also avoided making actual trips to measure the fittings owing to lockdown and Covid-19.

## Solution To These Problems

E-Commerce is the only possible channel of sales as:

- Counter Sales/Tuck Shops/Retail Shops violate lockdown & social distancing norms.
- Gyms and other fitness centers are closed from more than a year now and people are now focusing on maintaining their fitness from home.
- Clients refusing to get physical measurements for their requirements due to Covid-19.

## Conclusion

- Collect client information and determine whether they require any Sports365 products. Calling the target person via the main phone is a laborious process because most Google clients do not provide the buying/purchasing department number.
- Some clients have different landlines or mobile contacts in stores, and we can't reach them using the same number supplied on Google since they're blocked, so we have to locate other numbers on websites like Justdial or Indiamart, which we can't guarantee. You'll be issued a new phone number.

- Because many consumers are unfamiliar with the brand and have trust concerns, it's critical to explain them and ensure they are not deceived.
- Some consumers have a low level of faith in technology, making it harder to persuade them of the benefits of the future.
- Some potential merchants are now in hotspots and are unwilling to speak with you or be requested to contact after business hours. These providers will be notified once the second wave of COVID improves.
- Some hospitals and security agencies have previously worked with other companies, so convincing them to trust us and collaborate with us would be a challenge in and of itself.
- We are not permitted to discuss ads or other specifics as trainees, so when a potential client inquires, we must respond that our manager will contact you later, which may not be appropriate for some sellers.
- Some prospective clients believe they require our services and inquire about our fees, but they do not anticipate to be able to negotiate immediately.
- We gather rudimentary and fragmented consumer data from other websites. Many categories, for example, have the same consumers, and vice versa. It takes a long time to organise all of this information. The problem of phoning the same supplier several times was solved after categorising this data.
- Furthermore, potential clients who are presently working with other firms want greater value when they switch companies, and many individuals are not ready to make the switch. For this set of clients, extra advantages and discussions will be performed.
- For this set of clients, extra advantages and discussions will be performed. Sports365 offers these consumers additional services, which addresses the problem and adds value to future customers.
- Because seller profit margins differ from place to place, proper market research produces practical strategies for potential clients across India.
- Launch initiatives to raise awareness of Sports365 so that potential consumers may learn more about it.

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