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Summer Internship Project

CARVER AVIATION

Final Report

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Carver Aviation



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Purpose of Report: Report for Completion of Summer Internship 2021, for MBA FT 2020-22

Program at Institute of Management, Nirma University

Prepared for: Institute of Management, Nirma University

Submitted to: Prof. Harishmita Trivedi, Institute of Management, Nirma University

Acknowledgement

Being an MBA student with Marketing as my area of interest, it was a privilege for me to work with such a renowned brand name on different projects which helped me understand the dynamics of the market as well as consumer behavior in challenging times such as Covid-19 pandemic.

It is a great honour for me to express a sense of gratitude to some important people that has helped me in completion of my internship report. First of all, I would like to express my heartfelt thanks to our corporate mentor **Mr. Dhruv Bhatia and Mrs. Swati Ranka**. With all his supportive effort and useful guidance, we had completed our internship project successfully.

I also owe a wholehearted thanks to all our colleagues at the company who had been co-operative and helpful at all steps and it is really a privilege for us to work with such helpful people.

With the completion of this project, the knowledge and experience that I have gained will be put in better way and I will make sure that the commitment that we have shown towards the project will be continued for the betterment of this industry in future.

EXECUTIVE SUMMARY

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

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

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

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

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

PART A: ORGANIZATION PROFILE

3.1. ABOUT THE COMPANY

Carver Aviation was established in the year of 1995, 19th August, is one of the most esteemed flying schools in India. Thousands of students have built their careers as Pilots while training with Carver. The Academy also provides training in the field of Aircraft Maintenance Engineering (AME). Carver offers advanced learning facility in Pilot Training and AME. It has received ISO 9001-2008 certification and is also DGCA (Director General of Civil Aviation, Govt. Of India) approved.

The school is located at the rain shadow region of Baramati in Maharashtra, India. The school has an excellent infrastructure spread across 3,89,000 sqft at Baramati and has 8 Aircraft, one of the largest training fleets, in the country.

Carver Aviation provides 3 major courses i.e. Commercial Pilot License, private Pilot License, Aircraft Maintenance Engineering. The duration of the courses ranges from 4 months-2 years. The aim of the Carver Aviation is to produce candidates with an optimum blend of aircraft manipulative skills, leadership and command character all combined with the component of knowledge of business and aviation management.

In a nutshell, the Academy of Carver Aviation Pvt. Ltd, ensures that the candidates who join the academy have an optimum blend of aircraft manipulative skills, leadership skills and command character with aviation knowledge.

Carver Aviation USP:

- **Round the Year Flying:** Carver Aviation is located in Rain shadow region which helps them to conduct flying round the year. Carver Aviation is known for its fastest training records. One of the major factors for safe flying conditions is good Visibility which can result in safe take offs and landings. Mostly in northern India flying training is affected because of the fog during winters and in southern parts of India flying training is adversely affected during Monsoons, As Baramati is located in Rain Shadow Region, the flying goes throughout the year unobstructed by weather.
- **On Job Training:** Carver Aviation provides on job training in Mumbai & Hyderabad airport with Go- Air airlines. The training consists of 55 days which are distributed in academic year. In this on-job training the A.M.E students get the practical knowledge & work experience on Jet Engine aircrafts.
- **Infrastructure:**
 - **Control Tower:** Carver Aviation has its own control tower with designated frequency (129.25) which is used during flying activities to communicate.
 - **Hangar Area:** The DGCA approved hangar area comprises of 5000sq.ft which can fit 4 Aircrafts at a time so that the aircrafts can be properly checked prior to the flying
- **Tarmac Runway:** A 7700 ft tarmac runway with a breadth of 150 feet is used by Academy of Carver Aviation. They have the permissions to fly outside watch hours giving the advantage of flying round the clock. As a result, we fly from dawn to dusk with respect to day flying and also night flying as per DGCA requirements.
- **Accommodations & other facilities:** The hostel consist of 30 rooms on twin sharing basis which are well equipped with basic needs the hostel has its own restaurant & transport facilities are also available between the base and hostel.
- **Simulators:** Carver Aviation has DGCA approved single engine & multi engine simulators in house for Instrument training & rating. Carver Aviation has 3 in house cirrus II simulators with full visual and radiostacks.

The Carver Aviation Advantage



AIM OF COMPANY

Carver Aviation logo depicts that it aims to produce an aviator whose qualities encompass an optimum blend of Aircraft manipulative skills, academic application & leadership skills.

It further aims to achieve the following:

- To offer a flight program designed to help reach goals.
- To provide a Commercial Pilot License in 20 months
- Practical knowledge by providing the on-job Training

COMPANY DETAILS

Company Name

Academy of Carver Aviation Pvt. Ltd

FOUNDER	MARC CARVALHO
CEO	Leena Marc Carvalho
Date of establishment	19th August 1995
Company Sub Category	Non-Govt Company
Class of Company	Private
Approval	DGCA Approved
No of Aircrafts	8 (single & multi engine)
Type of aircraft	Cessna 172, Cessna 152, P68C
No of Instructors	6
Aircraft Profile	<p>Cessna 172- VT-RDX</p> <p>VT-FTV</p> <p>VT-LEO</p> <p>VT-HOT</p> <p>VT-ICE</p> <p>VT-SEX</p> <p>Cessna 152- VT-ALI</p> <p>Multi-engine- Partenavia P68C</p>
Chief Flight Instructor	Mr. Vivek Agarwal

Courses by Carver Aviation:

Regular	Ratings	License issue renewal
Commercial Pilot License	Assistant Flight Instructor Rating	ATPL- Issue
Private Pilot License	Flight Instructor Rating	ATPL- Renewal
Aircraft Maintenance Engineering	Type Rating	PPL/CPL- Renewal
Multi Engine Endorsement (MEE)	Instrument Rating	AFIR/FIR- Renewal
Hours Building		RTR Renewal
Re-current Flying		IR Renewal

MAJOR COMPETITORS



Madhya Pradesh Flying Club



Bombay Flying Club



Indian Aviation Academy



Chimes Aviation Academy



Speed Jet Aviation



Indira Gandhi Rastriya Uran Akademi

FLEET OF CARVER AVIATION



VT-ALI
SINGLE ENGINE
CESSNA 152



VT-RDX
SINGLE ENGINE
CESSNA 172



VT-HOT
SINGLE ENGINE
CESSNA 172



VT-SEX
SINGLE ENGINE
CESSNA 172



VT-LEO
SINGLE ENGINE
CESSNA 172



VT-ICE
SINGLE ENGINE
CESSNA 172



VT-FTV
SINGLE ENGINE
CESSNA 172



VT-TLB
MULTI ENGINE
Partenavia P68C

Segmentation of Markets covered: The organization encourages diversity but the major segments it targets are places near Baramati like Mumbai, Pune, and Nasik. It also targets Chennai as many students interested in aviation enroll in their course. Therefore, these are the major segments it targets though it markets itself so as to enroll students from all over India. For AME it majorly targets the rural parts of Pune (50km radius of Baramati) as majority of its students come from there.

How does product/service reach customers: The most basic way it tries to attract customers i.e. students and their parents for its courses and other services that it provides is through marketing on field and social media. It markets its product on various platforms like Instagram, Facebook, LinkedIn, Twitter, Pinterest etc. so that it reaches maximum no of people and accomplish brand awareness. It also does call to students personally so that they create awareness on a one to one basis about pursuing career in Aviation and what makes their institute stand apart. It also keeps posting various blogs, having Question and Answer session so that it can engage with more people directly and solve their queries.

SWOT ANALYSIS

❖ Strengths

1. 25 Years of establishment of academy.
2. 18-20 months CPL completion period.
3. 8+ Aircrafts including a Multi engine aircraft.
4. Control tower with a designated frequency.
5. Great presence on social media platforms.
6. Cross-marketing with the customers help in retaining the customers and avoid losing them to competitors.
7. Amongst Top 10 best flying academy in India.
8. On job training with Go-Air airlines.
9. 1000+ happy students completed their Commercial pilot license.
10. No entrance exam for admission

❖ Weakness

1. Slow process of Admission for regular courses.
2. Less awareness among people about Carver Aviation Aircraft Maintenance Engineering course.
3. Calling to the customer is late sometimes by the times they take admission in another academy.
4. Slow decision-making process.
5. Lesser number of student's intake compare to the applications receive
6. Less number of courses compare to competitors.

❖ **Opportunities**

1. Carver Aviation can earn more profits by including more courses to their portfolio.
2. Building up a digital marketing team who can increase their presence for AME course.
3. Increasing its promotional activities through Aviation influencers on social media platforms.
4. Increase the Number of Aircrafts to increase the capacity of intake for CPL.
5. Increase the ways of earning revenue.
6. Increase the number of hiring partner for CPL & AME.

❖ **Threats**

- 1) Sticky Govt. Regulations.
- 2) Losing customers because of reaching late to a customer on call.
- 3) Losing of potential employees may lead to slow pace growth of the company.
- 4) High operating costs (Fuel & Maintenance cost).
- 5) Advancement in Technology with the competitors may affect the performance of CarverAviation.

Porters Five Forces Model



Application of Porter's 5 Forces Model to Indian Aviation Sector

The analysis of 5 Forces model has been done to know the profitability of Indian Aviation Sector in years to come.

Competitive Rivalry

Due to entrance of major players in India, it has increased the competition especially in LCC's (Low cost carrier) section because most population of India constitutes to middle class people who are highly price sensitive and carries low brand loyalty, so airlines have to tackle this situation. Moreover, Air Asia India have been granted DGCA's operator license so it will further intensify the competition in LCC segment.

Threat of New Entrants

Threat of new entrants remains low because of the nature of the industry. There are critical factors that are posing obstacles to new entrants such as regulatory hurdles, capital-intensive

Price war is there after the DGCA approval granted to Air Asia and currently they started their services to Bagdogra & Singapore from Delhi.

Substitute products

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

Bargaining power of Suppliers

Bargaining power of suppliers are high as there are few fuel and aircraft suppliers. Moreover, due to shortage of airline companies in India, there are few pilots, aircraft engineers and other staffs and it is a big obstacles for students opting pilot training as their career option.

Bargaining power of Customers

Bargaining power of customers are low because of the increase in demand for low cost air travel as well as most airlines fares are similar so it won't be a cost saving factor for customers. Apart from this, the cost of switching airlines services is hardly a differential element as all airlines provide similar time saving services.

PART B: PROJECT WORK

PROJECT TITLE: MARKET RESEARCH, ANALYSIS & BUSINESS DEVELOPMENT BY USING INTEGRATED MARKETING STRATEGIES.

Often abbreviated as “lead gen,” lead generation is the process of attracting and converting qualified prospects to fill your sales funnel. There are many types of lead generation campaigns, but the goal is usually the same: collect a user’s email address and follow up with lead nurturing. While working on the same at Carver aviation, working on multiple channels online for lead generation the major problem we faced was mistrust of people who had no information about the institute prior to the online ad they saw or through google search results.

Objective :

To analyse the difficulties face in digital marketing of an aviation institute across different social media platforms. And to sought out ways to increase lead generation and conversion.

Expected benefits :

- Identifying the problem faced by the institute in gaining the trust of new visitors.
- Analysis of the current methodology used in marketing.
- Developing a concrete solution sustainable for future.
- Increase overall reach and image of the brand.
- Increase conversions.

Methodology :

One of the first tasks assigned to us at Carver aviation was to go to the data they previously have collected and call each client/ probable lead individually and talk to them about the reopening of the institution and the upcoming batches. While talking to the probable leads, one common thing that was identified was that most people were majorly concerned about the institution's credibility.

This created a big problem of conversion of a lead because most of the people are not sure about the institute and thus were not willing to spend such a major amount of money.

Apart from this I also so I managed Instagram Twitter Facebook and also the website of Carver aviation. Data collected from the insides of these platforms also reflected a similar pattern. People were interested in the course as well as the program and then clicking on the advertisements and the links but the mistrust was still there.

To further clarify all the problems and credibility issues of parents we organised webinars wherein we invited alumni of the institute as well as current captains and working professionals with whom they could ask one on one questions and get the doubts cleared. Both the winners had around 200 participants each and around 80 to 90 questions put up by the participants were answered by the institute as well as the guest speakers.

After the webinar, we called for a follow-up with each participant and individually talk to them and understand if the webinar was helpful to them in understanding the institute as well as the course.

We had a good number of participants on our social media platforms but the conversion rate was at a constant dip. One of the major reasons for the dip was the second wave of covid-19 as well as the delay in the class 12th results but apart from these two we also found out on deep analysis that leads conversion was at a lower rate because many parents did not know much about this career field for a child and did not trust us enough to enrol their child on just our assurance.

FOLLOWING ANALYSIS WAS DONE TO BETTER UNDERSTAND THE PROBLEM AT HAND

Lead Demographics

We garner data about lead demographics by posing related questions on your landing pages, along with other marketing offers. This data helped us to determine whether or not the lead fits into your target market and if they are likely to convert along the buyer journey.

Email Engagement

The open and click-through rates of our email communications provided us with an accurate impression of how a lead engages with your messaging and campaigns.

Online Behaviour

The amount of time a lead spends on a page – more specifically service and product pages – can indicate that they are ready to move over to sales.

Observe and analyse

While all of the above mentioned factors help provide valuable data in the lead analysis process, we also did our own research with the data we had collected through webinars and lead engagement.

PROBLEMS FACED IN LEAD GENERATION

1. Capturing contacts not leads- A lead is someone who engages you or your brand with intent to buy. A contact is anyone who gives you some information. Online channels were only giving us contacts not leads.
2. Covid 19 as a barrier- Due to the current situation in the country most of the people are not sure what the future situation is going to be. And a course like CPL can only be executed offline.
3. No campus visits- Many people could not connect to us on a personal level on phone and social media. A visit to the campus reassures the clients and increases chances of conversion. Although Carver was open to campus visits but due to lockdown restrictions only a few could manage to travel.

ALTERNATIVES USED TO INCREASE VISIBILITY AND LEADS

Organised regular webinars with current working professionals and academy alums:-

- Webinars are a powerful tool in any business. By organising a webinar showcase industry knowledge, abilities, skills, products and services. Webinar also benefits from the human element – allowing you to put a real face to your business, helping your audience to engage with and even become emotionally invested in your business.
- Interactive webinars helped us understand your target audience- Through the interactive question and answer segment webinars allowed our business to get to know our target audience, their needs and their greatest challenges. In doing so, we develop a real understanding of what motivates our audience.
- Holding webinars raise brand awareness- Webinars allowed us to easily promote our business – especially when delivering high quality content during the webinar and not simply using it as a sales pitch presentation. With virtually no additional overhead to factor in, the business promotion afforded by hosting a webinar is also incredibly cost-effective.
- Webinars can be re-purposed- Once presented the webinar, we can repurpose our script to provide extra value to those who couldn't attend. By converting your presentation into an eBook or blog post series, we can create a permanent benefit from hosting the webinar – allowing us to share our webinar content in a fresh and engaging new way.
- Webinars are recorded- In repurposing our content, we also allow our audience to relive our content – and video recordings of the event help our audience to analyze and understand your content as thoroughly as possible. Unlike traditional conferences, it's extremely easy (and cost-effective) to record your entire webinar.
- Webinars build your list and generates qualified leads- Sign-up forms for our webinar allowed us to collect lead information – from email addresses to job titles. Best of all, the information and education we provided in our webinar serves to qualify our audience, informing them about our products, services and expertise – and creating the perfect sales lead in the process.

CONCLUSION

The current situation and future of marketing is in hand of digital marketing. Digital Marketing is not only about placing ads on social media or on different portals. It's about marketing on integrated channels. Marketers need to use these components in an effective way to reach your target audience in order to build a brand. Brand need to build a presence over digital platform. Because customers have high affinity towards digital media. More than that today's customer are highly information seekers and digital media is the only platform where brands and customers can communicate.

PART C: LEARNINGS FROM THE PROJECT

1. Got To know about challenges and opportunities for digital marketing in India.
2. Gain understanding of SEO, SEM, SMM etc.
3. Fulfilling each and every requirement of client is very important regardless of whether the requirement is small or big.
4. Learned how to pitch to the clients on calls and in person.
5. Digital marketing work is all about team work.
6. How to do a formal communication and different ways to communicate with seniors to get work done.
7. Learn from your competitors quicker than they can learn from you. Always look for Competitor's strengths.
8. I experience the cooperate feeling which gives me a good exposure.
9. I was able to put the theoretical concepts of 1st year marketing into practices.
10. Work life balancing: This is the most important learning from SIP. To able to balance your personal responsibility and professional responsibility together.