



Summer Internship Report

on

**“Sales and Marketing Strategy –
Sports Infrastructure and Uniforms”**



Submitted by:
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Purpose of the Report	Submitted as partial fulfilment of the requirement of the MBA Course (2020- 2022)

Declaration

I hereby declare that this project titled “**Sales and Marketing Strategy – Sports Infrastructure and Uniforms**” at **Sports365 Pvt. Ltd.** is an original work done by me under the guidance of **Ms. Upasana Bhatt.** This project is being submitted to Institute of Management, Nirma University, Ahmedabad, after completion of Summer Internship at the organization in partial fulfillment of academic requirement for the award of degree of Master of Business Administration (MBA). I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

DATE: 12th JULY 2020

PLACE: Ahmedabad

Signature:

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Roll No: 191102

MBA (FT): 2020-22

Institute of Management, Nirma University

Acknowledgement

It has been an immensely educating and overwhelming experience working at Sports365 Pvt. Ltd.. My internship at **Sports365** has not only given a thrust to my Career but also helped me enhance my skills at a personal level.

I extend my heartfelt gratitude to **Ms. Upasana Bhatt, Sr. Sales Manager**, who has guided me in selecting the project for study and has been an immense source of support and inspiration throughout the internship period.

I express my deepest thanks to entire staff at **Sports365** team for helping me immensely during the project and guiding me in conducting the various timely activities. I choose this moment to acknowledge their contribution gratefully.

I also sincerely thank my Mentor, **Mr. Parag Rijwani, Professor, Institute of Management, Nirma University** for helping me throughout my study. Last but not the least; I owe my gratitude to all the faculty members of Institute of Management, Nirma University for making me capable of undertaking the tough task at **Sports365** of delivering a quality output.

Executive Summary

This report is on “Sales and Marketing Strategy – Sports Infrastructure and Uniform”. Firstly, a deep understanding of the existing company procedure and organization structure is analyzed. It has witnessed tremendous growth with the varied demographics, and also due to improvement in the quality of life of urban people. The growing buying capacity of India’s consuming class, as well as the emergence of entrepreneurs, along with the rise of imported products has driven the current retail boom in domestic market. Now Indians has started investing more on quality living and the infrastructure of educational institutes. So, we started providing end-to-end sports infrastructure facilities.

Sales strategy mainly consist of two phases. First phase was to tap the builders and construction companies who can afford and buy our services. Second phase was to call the builders and pitch our products and services to them and convince them to buy it. We also pitched many security agencies across states to sell our Uniform services.

Therefore, the main objective of this project was to find and analyze the market segment of sports infrastructure and uniform. Due to covid 19, this project turned into the analyses and calling from home on a virtual basis. In the completion of this project, we got to know that this sector will grow because every other property these days or for that matter every educational institute will need better sports infrastructure owing to the creation of more jobs giving rise to purchasing power and an increased standard of living.

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PART A

Company profile and analysis

Chapter 1

Introduction

Company Name : **Sports365 Pvt. Ltd.**

Company age : 9 years old, incorporated in 2012.

Location : Bangalore, Hyderabad and Delhi

Business Organization : Company

Market : All type of institutions

Business scope : To provide one stop solution to all institutions for sports goods.

Products/Services –

Range : over 8000 products of tennis, badminton, squash, table tennis, cricket, football, basket ball, hockey, volley ball, swimming, yoga and fitness equipments.

Positioning : sports and fitness specialist

Pricing : Medium range

Distribution structure: Direct logistics to customers

Brands owned : Nike

Organization structure

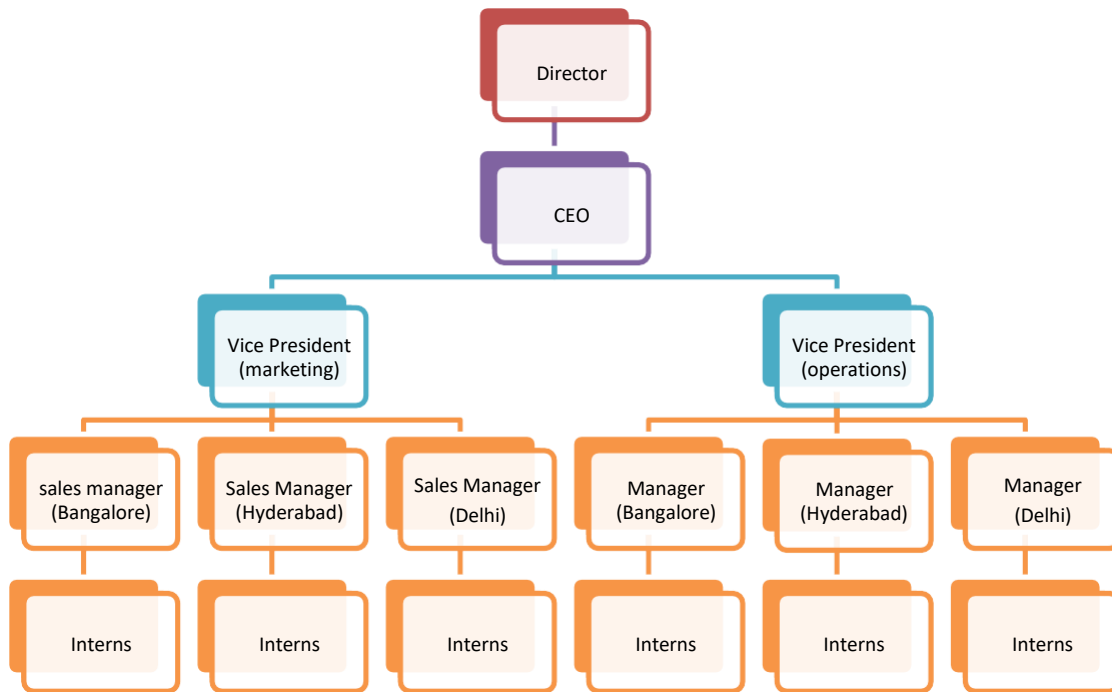
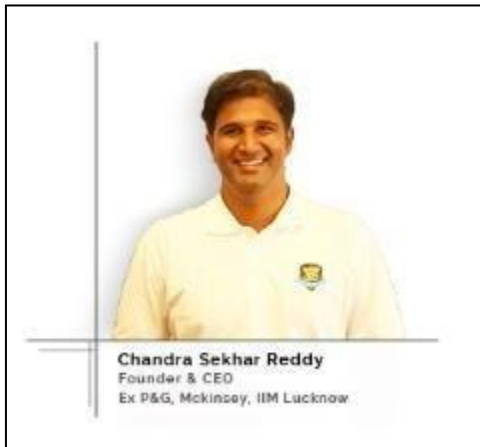


Figure 1 : Organisation Structure

On the ground staff, there are many delivery executives who are responsible for timely delivery. They are also trained to how to communicate with the customers while handing over the product.

Organisation Top Management



INVESTORS



Business overview

Sports365 is India's leading sports and fitness company, and is the result of the combined efforts of experienced management professionals with a passion for sports, India's leading icons and experts in the sports industry.

The founders of Sports365 have more than 25 years of professional experience in leading companies such as Procter & Gamble (P & G), McKinsey & Co and KPMG with strong pedagogy (NIT and IIM). The founding team is backed by sports and fitness brands like Mahesh Bhupathi, Yuvraj Singh, and Lara Dutta.

The Sports365 game started in early 2012, when the founding team formulated the company's initial outline, and the game continues after that! Sports365 seeks to launch a sports revolution in India and become the first stop to meet the needs of people and institutions for sport and fitness.

Sports365 owns and operates various online portals, such as Sports365.in, Tennis365.in, Running365.in, etc. These are the first options for fans of Indian sports.

Sports365 also offers comprehensive solutions to sports requirements for institutions such as top sports teams, clubs, colleges, schools, colleges and companies. Some of the services provided to institutions include sporting goods, design, development and distribution of sporting goods, sports infrastructure, events and consulting. Sports365 also works with leading sports and fitness brands in India and abroad to help them harness the true potential of the Indian market. Some of the sports brand partners for Sports365 are Hero Cycles, Wimbledon, Victor, Mizuno, V22, Lumo, etc.

Sports365 is headquartered in Bangalore with offices in Hyderabad, Chennai, Beirut, and Jalandhar. The company is run by a team of more than 100 sports and fitness enthusiasts. Sports365 also supports major American investment firms such as Powerhouse Ventures and Zolon Ventures.

In the short period of time since its inception, Sports365 ranked first in the Indian sports sector. The company has won numerous awards recognized as one of the top 50 startups in India.

Customer profile

	One Time Buyer (individuals)	Regular buyers (retailers)
Description	Come often, spend little. Not much enthusiast of sports. Difficult to retain.	Come regularly, spend sufficient. Bulk orders (academies, sports complex) Easy to retain
Age group	18-25 yrs.	22-35 yrs.
What's more important to them	Fast service and quality.	Quality, quantity, and huge discounts.
Preferred channels	App marketing, social media marketing and website	Face to face conversions, telephonic conversions, video conferencing
How to market them?	Ad links on social media describing the USP of product. Increasing visibility on all digital and social media platforms	Use email marketing and targeted ads to their platforms to gather their interest in product.

Figure 2: Profile



Figure 3: Sports 365 Profile

Product Range

Table 1 : Product Varieties

<u>Sports</u>	<u>Varieties</u>
Racket sports	Tennis, Badminton, Squash, Table Tennis
Team Sports	Cricket, Football, Basketball, Volleyball, Hockey
Running and Fitness	Running, Fitness, Swimming, Yoga and Aerobics
Cycling and Outdoor	Cycling, Skating, Darts and Archery, Fishing, Horse Riding, Boxing
Fan Gear	Customized t shirts and Wrist band
School	Hyderabad and Bangalore school shoes

Chapter 2

Indian sports and fitness goods market

In 2017, the Indian market for sports and fitness products was valued at \$ 3.314 billion. By 2023, the market value is also expected to reach \$ 5.565 billion, with a compound annual rate of 9.0% in 2018-2023.

Sports are an important part of a person's overall growth. As a result, many schools, colleges, and other public institutions in India encourage students to choose physical education and other curricular activities. In addition, Indians' awareness of personal health has led them to join gyms and gyms or actively participate in various sports.

In addition, they also participate in non-traditional fitness activities like Zumba, Taekwondo, and Aerobics. People are becoming increasingly interested in these activities, driving the development of gyms across the region, and thus promoting market growth.

India is a large customer base for sporting goods. In 2019, India had a population of approximately 1.3 billion, representing approximately 18% of the world's total population. Furthermore, a large part of its current population is young (the age group 15-29 represents more than a quarter of the total population in India), which is the target consumer group for sports and fitness products.

Breakup by Product Type:

On the basis of product type, the Indian sports and fitness goods market has been divided into balls, adventure sports, fitness goods and golf goods. Among these, balls represent the largest product segment.

Breakup by Fitness Goods:

The market has also been bifurcated on the basis of fitness goods into cardiovascular and strength training goods.

Breakup by Cardiovascular Equipment:

On the basis of 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 Indian govt.

- This programme 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 Federation.
- The following are the program's key features:
- A pan-India programme that will provide annual scholarships of US\$7,350 (Rs 500,000) to 1,000 young athletes over an eight-year period.
- Funding for 20 universities across the country to encourage athletic excellence while pursuing education degrees;
- Increasing college and high school students' access to organized sports;
- A national fitness drive to track and support fitness-related activities for 200 million school-aged children.
- Establishment and use of open-air gyms in public parks; Use of technology, such as mobile apps, to promote sport and reach out to youth in rural or deprived areas of the country; and,
- A national talent search portal set up under the Sports Authority of India for talent identification and management.
- Use of technology and mobile apps to promote sports, fitness and its importance.

Chapter 3

Sports365 – Growth Story

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 they 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).

Companies, schools, sports clubs, and training schools have solutions in sporting goods, merchandise, clothing, and infrastructure in the offline space. In 2015, the startup had 250 institutional clients, which included first-class schools, sports schools, ISL and I-League professional sports teams, and multinational corporations such as Google, Facebook, Amazon, NTT, Accenture, and Wells Fargo.

Meanwhile, they received Rs 70 million in new funding from US IT firms. They will be able to develop a strong core leadership team for the company in the coming years.

Which includes

- Aashutosh: – Post Graduate in Management from IIM Lucknow, Engineering degree from Nirma Institute of technology. Aashu leads the Marketing and Analytics functions.
- Vinay: - MBA from XLRI, Jamshedpur. Vinay leads the institutional sales vertical of business and has lead sales at hospitality and sports/fitness brands in India. Plays Volley ball and swims.
- Dheeraj: - MBA from ISB, Hyderabad, Engineering degree from RV college Bangalore. Dheeraj leads the effort on Product management, Usability and business development. Dheeraj lead product management and marketing functions at Thought works Inc. Plays Basketball and Badminton.
- Moy: - Engineering graduate from PESIT with rich Operations experience. He leads fulfillment and logistics functions. He has represented his school team at national tennis tournaments and an avid football player.

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 startup in the industry. These are the following few achievement of the of organization.

- In the year 2015 is 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 is 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 are available only.

Note: Big ecommerce company like Flipkart, amazon shop clues, 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 equipments 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.

Chapter 4

Porter's five force analysis of company

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability.

The five forces analysis for Sports 365 is as follows:

- **Competitive rivalry:** Major competitor in the market is decathlon, amazon, flipkart which also deliver products online. Decathlon is the leading market player in the e retail of sports equipments. Amazon and flipkart offers product of other sector also and they have a renowned name in ecommerce industry so they offer high competition.
- **Threat of new entrant:** The barrier to enter in the market is too low. Nowadays everything is going digital and govt. is also supporting ecommerce business. Main problem is to develop a strong supply chain and to maintain effective logistics.
- **Threat of substitute product:** Threat of substitute product is low in sports industry. As sports enthusiast are loyal to one brand's product. They have developed the confidence and trust over that product. Quality is very important in sports goods as it resist injuries.
- **Bargaining power of suppliers:** Company have a low switching cost; this in turn reduces the bargaining power of the suppliers. They generally have multiple suppliers just to reduce their reliability on a single supplier.

- **Bargaining power of the Customers:** Customers tend to have a very low switching cost. The availability of information about products and the prices have made the customers very selective in case of online purchase. The increased number of options has increased the bargaining power of the customers. They can easily compare the price on different website.

Chapter 5

Company's Strategic Framework

The main intention of starting this venture was to serve the under-served and highly unsaturated market of sports and fitness industry. Founder Aashutosh Chaudhari want to use use his passion for sports to become entrepreneur and he found sports and fitness was the natural segment to explore. Till today company focused is focused on idea to fill the gap in industry by serving sports and fitness- related needs of individuals as well as institutions. So their strategy and goals are always clear with the aim to serve this industry. The strategy is to take the majority market share in this space.

Understanding Mckinsey 7s model, to know 7s of sports365 are align with strategy and goals. Soft Ss includes Skills, Staff, Style and Hard Ss include Strategy, Structure and systems. 7th S is shared value.

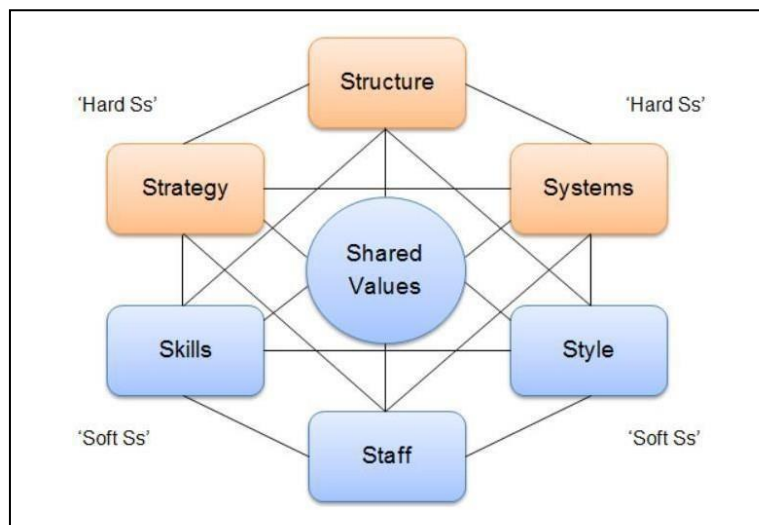


Figure 4 : 7S structure

Shared Values -

Values to reach the revenue target of Rs.1000crore in upcoming years. The organizational constantly refers as “First port of call for sports and fitness related need” for individuals and institutions. Every person associate with organization believe in above stated statement and work accordingly. The share values to make work easy. The employees, staff, Managers and interns value teamwork and trust each other. These values are always share and cultivated as new intern or employee join to company.

Strategy -

The strategy to build **hybrid business model**. To be called as Specialist in category with e-commerce and institutional engagement model. They are connecting with communities and aggregate user base at various academics, schools/colleges, corporate, fitness center etc. Organization is working hard to connect with sports and fitness enthusiasts at the grass root level and fosters the spirit through active participation on the ground.

Their 2nd most important strategy is to build and keep the Team’s DNA. The competitive advantage for this organization is its Team which includes highly qualified people, player and athletes. Whenever team deals with customer, the passion of sports is reflected.

Structure - The company has a well-structured hierarchy starting from the lower level employees to Board of Directors. The flow of communication is also well defined and the employees sincerely follows the guidelines. The management has been given a certain level of autonomy in decision making but is supposed to report any development to their immediate senior. This practice ensures that a healthy channel of communication and operations is maintained.

Systems -

Firm firmly believes in customers supports and satisfaction. They have formal systems that products or sports equipment need to be of brands and good quality. They have proper distribution systems to deliver their products on time. Company hold systems for new business development and Merger & Acquisitions.

Skills -

Along with top management skills, all the member and employees or interns are athlete. Company believes a good sports person is always motivated to deals with sales and marketing. Sportsmanship teaches winning. So, company generally hire the candidates who are good in some sports. Co-founder is fitness freak and badminton player. COO is graduated from IIM-L worked we top companies like P&G, McKinsey. He is tennis player. All other colleagues and mangers are either star cricket player or volley ball players or swimmers etc. These common skills helps to keep the team motivated and allow to celebrate success together.

Style -

The style of leadership is adopted by company. Increase motivations among interns and team players through feedbacks, games and raises. Employees are allowed to take decisions and participate in decision making process. The working environment in company is always motivating and on high. There are flexible working hours. Company has democratic management style with believe of sports as culture.

Staff -

Staff work upon customer satisfaction and helping company to achieve its goals. Company provides better promotions and career opportunities for their staff. They are given financial rewards as and when they achieve or convert best customers/institution for company.

As of now, 7 factors are aligned properly.

Now, company want to start the new products segment with project names school365. This project will work on same model as sports 365, but products will change. The end user might change. Company already have huge data for schools and institution where they provide sports equipment. Now company want to provide uniform, water-bottle, lunchboxes, bags along with sports equipment. For this project strategy, System, shared value, structure, style will remain same but staff, skills required will change. So now company is working on these parameters trying to connect different vendors and dealers who can provide these materials.

Chapter 6

Possible Problem Areas in Future

- 1. Decline in sales due to lack of brand recognition:** Some big companies like decathlon has already captured the huge market share and renowned name gives it a upper hand over small e commerce companies.

Increased efforts in marketing and creating customer awareness through wider distribution network can help the firm in gaining recognition. Sponsoring events with high viewership and choosing the right advertisement slots can also be helpful.

- 2. Change of interest from field sports to online gaming:** As the trend is going, online gaming industry is boosting day by day. Starting with GTA to PUBG most of the youths are tilting towards these games which decreases the target audience of fitness and outdoor sports. youth nowadays is not interested in playing physical sports because of lack of opportunities as a career.

- 3. Quality and real time experience:** While purchasing online, customer didn't get real time experience of product, which is very crucial for purchasing sports equipment. Buyers also concern about the quality of products which they feel safe to purchase it from retail.

- 4. Transportation and Storage issues:** Even if sports365 manages to penetrate into new markets, transportation costs and storage costs prove to be price-tough. As the consumers taste of sports also vary from state to state and region to region, preparation for different batches is a costly affair.

Setting up of more manufacturing units can reduce this cost significantly. However, plant must be setup only in areas with high demand for sports products.

Part B

Project work

Chapter 7

Nature of problem

- Finding potential buyers for the sports infrastructure and uniform services in the post covid world.
- Restrictions and mini lockdowns throughout the country because of the 2nd wave of covid 19 led to the shut down of most of the construction sites and security services.
- Lack of labourers, government protocols and many other factors made the builders less interested in added services like sports infrastructure or equipments.

Objectives of the Study:

- To do the comprehensive study and market research and find vendors which are related to our business for provision of sports infrastructure.
- To manage business development process, handle the potential clients and help in smooth onboarding.
- Develop a go-to-market strategy for the same category by identifying and recommending opportunity spaces which the company should pursue.

Scope of the study:

This project represents a real business problem facing the company. Consequently, any improvements to the current system, whether from a merchant or from the company's perspective, can help the company achieve a significant growth model, raising doubts for current merchants if they do not take any action and they get profit assistance, as if they weren't interested in it, they will. The agent is forced to close his business.

Difficulties Faced by organization

- Revenue Loss: More than 60% of the business is in summer season in school segment. Due to these scenario this whole revenue can be lost or may be transferred to the competitor.
- Cash Flow Crunch: No revenue plus no collection of the previous credit has led to temporary closure of cash flows.

- Inventory Build-up: Raw material as well as finished goods inventory has piled up in the warehouse.
- Uncertainty on Sales Process: Due to social distancing, business of counter selling is zero now and we don't know when we can open the counter.

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
- Schools unwilling to initiate any in-premise activity
- Parents/Students unwilling to gather at counters

E-commerce can help:

- Kick start the sales process right away
- Kick start the cash flows
- Turn-over inventory

Extend support to your customers – Schools, and earn good-will

Chapter 8

Industry Overview:

Detailed information on Sports365 helped me understand the size and market potential of Indian Sports and Fitness products. During qualification training, I discovered Macro Insights, and when I started working on the project, I got accurate information. In addition to sports and fitness products, I also learned about the customer base and potential of the sports infrastructure services in India, the importance of the company's collaboration with builders and educational institutes and the importance of taking into account the seasonal workforce in these industries.

Methodology Adopted:

- Because the organisation primarily provides athletic equipment to schools and also works in the field of school regalia, it has recently moved into the game framework area due to the current monetary environment. The organisation focuses on providing customers with a custom-designed sports complex (indoor or outdoor) that addresses their concerns. The primary goal was to create a database of manufacturers from all over the country who could potentially collaborate if they received comparable customer requests. 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. Pamphlets will likewise be sent through the organization's true email addresses to access their email list.
- 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 may require outfits in spite of the pandemic.

Serial Number	Company Name	Contact Number	Email Address	Companies/Projects Social Media Link	Project Name	Project Area	Project Details	Remarks if Any	Call Remark
1	Shuvik Builders Private Ltd	6387917632	subhamthwari030@gmail.com	https://www.instagram.com/shuvikbuilders/	Interior, Exterior and Construction works	Lucknow, Uttar Pradesh	https://www.shuvikbuilders.com/Portfolio.html	Website - www.shuvikbuilders.com Projects executed since to 75	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.
2	Skyline architect	(0522)-4044123	skyline@usahcc.com	https://www.facebook.com/Skyline-Architectural-Consultant-422144391891241/?modal=admin_todo_tour	Indoor stadium at Ekana sports city & Sports Complex, IET Lucknow	Lucknow, Uttar Pradesh	https://skylinearchitect.com/sports-recreational/	Clients from India and Abroad	
3	Skyline architect	(0522)-2399126		https://www.linkedin.com/in/skyline-architect-b154bb185/					
3	Skyline architect	(0522)-2399123		https://twitter.com/SkylineArchite1					Brochure will be mailed regarding our services.
3	Skyline architect	(0522)-4044123	skyline@usahcc.com	https://www.facebook.com/Skyline-Architectural-Consultant-422144391891241/?modal=admin_todo_tour	Samajwadi Lohia Enclave	Devpur, Para, Lucknow	https://skylinearchitect.com/portfolio/samajwadi-lohia-enclave-ii-devpur-para-lucknow/		
3	Skyline architect	(0522)-2399126		https://www.linkedin.com/in/skyline-architect-b154bb185/					
3	Skyline architect	(0522)-2399123		https://twitter.com/SkylineArchite1					Brochure will be mailed regarding our services.

Sr. No.	Security Agency	Address	Contact details	Call Remarks
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	

Above are some of the snapshots of the database maintained for the infrastructure and Uniforms

Chapter 9

Key Findings and Learning:

E-commerce Venture:

As mentioned in the introduction, the foundation's current primary objective is to expand and engage new builders and educational institutes. Therefore, the project gives you a first-hand experience, that is, if you want to participate in the sports infrastructure business, what are the necessary details from the provider's perspective? From an organizational point of view, this resource provides direct experience in the online process. So, I had a general idea and complex details about the business principle of real estate business in India.

Geographic Understanding:

Talk to builders across the country from different states and provide a comprehensive picture of vendor behavior from different geographic locations. For example, there will be similarities between provider responses and the pitch of a field. This helps actively think about your sales strategy or choose the word between one geographic location and another geographic location. Also, if the organization plans to expand more or in different categories, this analysis can be used well in the future. For example, in the West, builders will be happier when provided with an approximate quotation first and details later. Additionally, we also knew that there should be different rates based on geographic location. For example, in big cities like Bangalore, Delhi and Mumbai, there are many competitors, so each profit will naturally fall compared to areas with little competition.

Confidence in talking to builders:

Contacting builders regularly and explaining services to them improves my communication skills regularly and helps me build confidence. Also, our mentor will conduct regular training on conference calls with different providers, and even if you don't know the answer and how you should address various issues, you should also be sure of the questions asked by the providers.

Maintaining pipeline data:

We use it to build a prospective builders' database, then we filter important data from this data, then extract data from qualified data. In this way, I understand the importance of maintaining the database and the data line to ensure that the entire process for the entire project runs smoothly.

Patience and goal setting:

This is one of the biggest gains the project has made, because most of the work is repetitive in nature and involves finding clients and explaining our services to them, which requires a lot of patience and calm demeanor. I've developed a habit of setting short and long-term goals related to the project, then working, which made me realize that when you know exactly what to do at any given time, you can increase your productivity. More communication with builders who have a little understanding of the online professional sports infrastructure and how it works requires me to patiently explain every detail to them, which also helped me improve my expression.

Major Challenges to overcome:

- Collecting data of builders and finding if they have tie ups with other sports companies or not. As most of the builders don't mention on google from which company they have tie ups with, we have to find out this data from telephonic communication.
- Some of the builders have different landline or mobile for shop and as lockdown was there, we were not able to reach them through the same number which is available on google, hence we have to find out the alternate number from their website, real estate portals or business portals which also does not guarantee us that we will get the alternate number.
- Many builders have negligible knowledge about the professional sports infrastructure and generally work on a contract basis with some local provider and how it function, hence explaining them and ensuring that there is not miscommunication from our side was of utmost important.
- Some builders don't trust the services of a lesser known company without much presence in their respective states and hence convincing them about the benefits seem very difficult.

- Some of the potential builders right now were in the hotspot areas, hence were not interested in talking or told to call after lockdown. These vendors will be contacted after the COVID situation seem to improve.
- Some real estate companies are partnership based and you have to convince all the partners in order to sell the services.
- We as an intern were not allowed to tell commercials and some other details and hence when builders asked about it we have to say that our manager will talk to you later which does seem inappropriate in most of the cases.
- The data of vendors which we collected from other online websites was raw and was scattered, for example many construction projects have same contact details and vice versa, arranging that data took lot of time.
- Further these builders who are currently working with local providers need more value as they are switching from a known client to other and many are reluctant to do so. For this segment of builders some other perks and extra negotiation is to be done.

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