



MBA-FT (2020-22)

Summer Internship Programme

Project Report



Submitted by

Pravitha Vijayan

201335

Submitted to

Prof. Balakrishnan Unny

Submission Date: 12/07/2021

Acknowledgment

Carver Aviation Academy presented the perfect internship opportunity for any Marketing and sales student. It opened doors to a new world for me, a world full of brainstorming, market research, digital marketing and sales. I consider myself lucky to have been given this opportunity. Thus, I would first and foremost like to thank, Mrs Swati Chaudhary Marketing Head of Carver Aviation for providing me with this work from home opportunity at this time where a global pandemic curtailed the economy.

I would like to thank Mr Sumit Rathod, my SPOC in Carver aviation, for taking me under his wing despite his busy schedule and for guiding me. Without him I wouldn't have learned as much as I have, and wouldn't have gained as much exposure

I would like to extend the most profound feeling of appreciation to each employee in Carver aviation for their leadership and valuable directions which were remarkably important for my project both practically and theoretically. I will endeavour to utilize picked up aptitudes and information in the most ideal manner, and I will keep on working in their improvement, to accomplish wanted professional targets. I am also grateful to my faculty mentor Prof. Balakrishnan Unny, for his constant guidance and support in the completion of my project, as well as for being available all time for advice and mentorship

Author of Report

Pravitha Vijayan (201335)

Company Name

Carver Aviation Academy

Company Address

Plot # P-50, MIDC Ind. Area, near
Baramati Airport, Baramati,
Maharashtra 413133

Organizational Guide

Ms. Swati Ranka (Marketing Head)

Purpose of report

Submitted as a partial fulfillment of
SIP report of MBA (2020-22)

Institute Name

Institute of Management, Nirma
University, Ahmedabad

Submitted to

Prof. Balakrishnan Unny

Date of Report

12-07-2021

Table of Contents

<i>Sr. No</i>	<i>Particulars</i>	<i>Page No.</i>
1.	Executive Summary	01
2.	Indian Aviation Industry	02
3.	PESTAL Analysis on Indian Aviation Industry	05
4.	Covid 19 impact on Aviation Industry	11
5.	Profile Of the organization – Carver Aviation	13
6.	How to select a flying school	17
7.	Competitive Analysis of flying schools in India	19
8.	Internship Project	25
9.	Learnings from SIP	31
10.	References	33

Executive Summary

The report comprises of the timeline of marketing and sales done during Internship headed by Mrs. Swati Chaudhary the head of Marketing of Carver Aviation Academy. The company stands where it does because of the strategies and campaigns it popularized throughout its journey of 25 years. The organization gives its interns a unique opportunity to grow and develop their skill across multiple domains and projects. Daily meetings, and feedback sessions are conducted online with Mrs. Swati Chaudhary herself even amidst the pandemic for the interns to stay updated and perform higher and better. Two months into the internship I have contributed in marketing research, content creation and digital marketing across various platform including Instagram and LinkedIn and also in sales pitching. These domains also stay my core for the rest of the tenure until another project comes my way. This Internship gives me an opportunity to understand how a business organization works and also develop my skills in digital marketing and sales pitching.

Part A: Indian Aviation Industry

Introduction

The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India has become the third largest domestic aviation market in the world and is expected to overtake UK to become the third largest air passenger* market by 2024.

Market Size

In FY20, India's passenger* traffic reached 341.05 million. Between FY16 and FY20, it expanded at a compound annual growth rate (CAGR) of 11.13 percent. Domestic passenger traffic hit 274.50 million in FY20, up 12.91 percent from the previous year. International passenger traffic totalled 66.54 million in FY16, up 5.01 percent from FY16 to FY20.

From FY16 to FY20, freight traffic increased at a CAGR of 5.32 percent, from 2.70 million tonnes (MT) to 3.33 MT. Freight traffic is predicted to

expand at a 7.27 percent compound annual growth rate (CAGR) to reach 4.14 MT in FY23.

From 1.60 million in FY16 to 2.59 million in FY20, aircraft movement increased at a CAGR of 9.56 percent. Domestic aircraft movement climbed at a CAGR of 9.83 percent from FY16 to FY20, while foreign aircraft movement climbed at a CAGR of 3.57 percent. During FY20, India's domestic and foreign aircraft movements increased to 2,155 thousand and 433 thousand, respectively.

The Indian government has been attempting to increase the number of airports to accommodate the growing aviation traffic. India had 153 operating airports as of 2020. By FY40, India plans to increase the number of operational airports to 190-200.



Top Recruiters in India:

- Air India
- India Jet Airways
- Alliance Air
- Air Costa
- Air India Charters Ltd
- SpiceJet
- IndiGo
- AirAsia

Top Academies to become Pilots in India:

- Institutions for Indira Gandhi Rashtriya Uran Akademi (IGRUA) Raebareli (UP)
- Orient Flight School Chennai (www.orientflights.com) with operations at Puducherry
- Thakur College of Aviation, Shaymnarayan Thakur Marg, Thakur Village, Samata Nagar, Kandivli (E), Mumbai
- Institute Of Aviation and Aviation Safety (IAAS), Mumbai
- SC Aviation Science (University of Mumbai) CPL
(www.mu.ac.in/colleges/INSTITUTE OF AVIATION)

Rajiv Gandhi National Flight Training Institute.

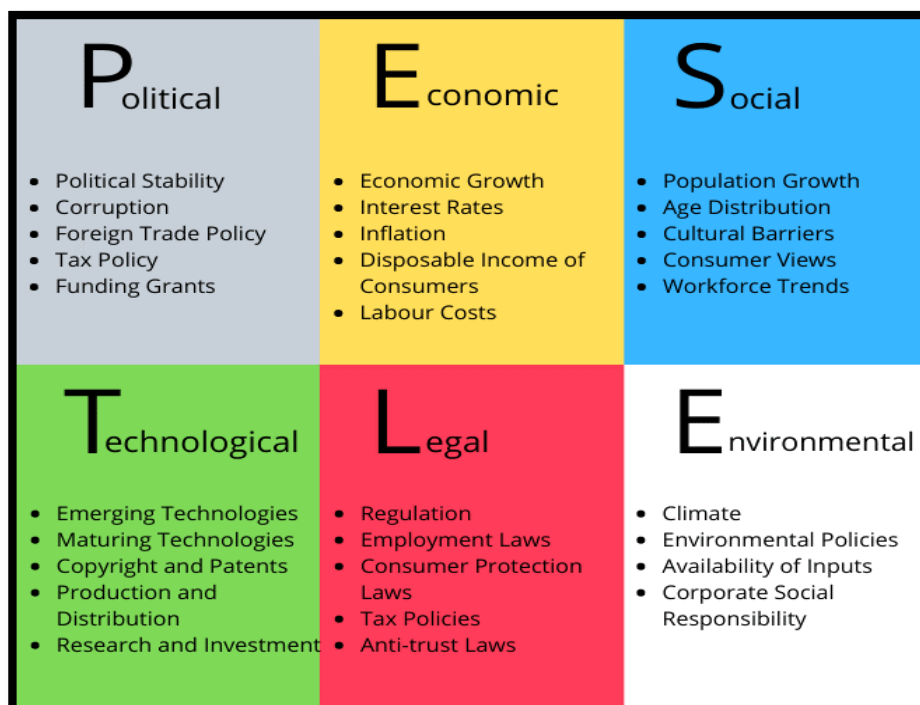
PESTAL Analysis on Indian Aviation Industry

Introduction

In the last five years, aviation has become one of India's fastest-growing sectors. Travel for both business and personal has increased significantly. India has grown to become the world's third-largest domestic aviation market, and it is anticipated to replace the United Kingdom as the world's third-largest air passenger market by 2025.

In 2020, India's commuter traffic was estimated to be 341.05 million. From 2016 to 2020, the aviation sector is allowed to improve at a compound annual growth rate (CAGR) of 11.13 percent. In 2020, freight traffic rose at a compound annual growth rate (CAGR) of 5.32 percent, from 2.70 million tonnes (MT) to 3.33 MT. Freight traffic is expected to rise at a compound annual growth rate (CAGR) of 7.27 percent to 4.14 MT in 2024. Domestic and foreign aircraft movements in India increased to 2,155,000 and 433,000 respectively in 2020. India's government has been working to increase the number of airports to handle the growing aviation traffic. India had 103 operating airports as of March 2020. By 2030, India wants to increase the number of operating airports to 190–200. Furthermore, the number of planes flying in the area has increased due to increased demand. By 2027, the number of planes is anticipated to reach 1,100.

PESTLE Analysis



When thinking of airlines, the first thought that comes to mind is probably luxury and efficiency. However, the aviation industry is much more than that. The majority of airlines worldwide are experiencing a cycle of growing operational expenses and declining earnings and margins. Passengers may not notice these aspects right now, but the Indian aviation sector is plainly in chaos, according to thorough study. So, what are the variables affecting the industry? What's more, how is the industry responding to them? PESTAL analysis is the assessment of all external macro environments that have an impact on all businesses. Pestle represents the external macro-political, economic, social, technological, environmental, and legal aspects. Such external circumstances are often out of the firm's control and might pose a hazard. As a result, some people use the acronym PESTLE to describe these elements.

Political

The influence of political government policies on aviation in a country is significant. The government is in charge of upgrading aviation infrastructure as well as promoting growth and sustainability in the industry. The following are some of the political influencing variables. In India, the aviation sector is being liberalised. The government has opened up all areas of aviation to foreign direct investment, including Airport Transport Services, Airports, Ground Handling Services, and Aircraft Maintenance Pilot Training Institutes.. The Indian government has imposed the Open Sky Agreement. The Ministry of Civil Aviation has issued a Draft Civil Aviation Policy, which is inviting input on the disputed 5/20 rule. For Indian Airlines to be eligible to operate internationally, they must have 5 years of flying experience and a fleet of 20 aircraft. This law is unjust since new and smaller airlines are unable to fly international routes, whereas foreign carriers are permitted to travel to many airports. In 2004, a new tax was imposed. The cost of leasing aircraft and engines could be increased by 20% to 48% for Indian companies. In comparison to the rest of the world, India has the highest maintenance and repair taxes. Suppliers must compete on sales price with international airlines who only pay 5% at cost price because of the 18 percent GST charge. This difference is between 20% and 22%. As a result, most airlines outsource their maintenance to other countries, resulting in employment losses in India. In India, high airport fees are levied. Indian airports are the most costly in the world.

The Indian aviation sector is recovering from its economic slump as a result of Covid-19. Rupee the amount of volatility had risen. Aircraft fuel charges, aircraft lease rental prices, and staff

costs are all part of an airline's operating expenses in India. Costs of administration and airport fees
Charges for maintenance

Economic

The country's economic position and development are important variables that influence aviation demand. These variables provide unique insight into the country's economic performance and industrial growth. As a result, these factors have a direct impact on passenger demand. Because airline profitability is linked to the value of foreign exchange, the exchange rate is important. Oil prices are determined by the unpredictability of oil-producing nations, and because India relies heavily on oil imports, the aviation sector in India is strongly influenced by oil prices. .At the same time, the industry was undergoing price competition among big low-cost airline operators, which had an impact on industry revenue per seat kilometre. As a result, leading industry participants' margins per seat mile fell sharply to negative values in late 2019. The operating profitability of all industry companies has decreased. The consequences have been severe for full-service carriers like Jet Airways, which has had to ground its entire fleet for the duration of the year.. Another element that affects the economics in the aviation industry is interest rates. The interest rate is the link between current and future prices of products. Higher interest rates increase the projected cost of suffering, which is especially true in the airline sector, which has substantial leverage due to high operating expenses. Employees get laid off as a result of this. The industry has had a difficult year in 2019. The global spread of the coronavirus (COVID-19) will pose a new problem for the aviation sector in 2020... As a result of the pandemic, COVID 19 issues is to harm the sector. The virus has impacted airline operators' daily booking numbers, which is significant impact on profitability. A major challenge that Indian airline powerhouses are dealing with Because of business risk, capitalised lease obligations must always be repaid.

Social

The Indian airline industry, like other companies, produces social value. The aviation business is crucial to a variety of industries. The sale of airline tickets was increased in demand for air travel by lowering the cost. When it comes to paying for a ticket out of pocket, the Indian passenger population is extremely cost-conscious. However, as business travel has grown in

popularity, airlines have added a variety of items to entice high-paying customers, including free meals, seat preferences, and even the ability to alter dates and avoid cancellation fees in certain circumstances. As a result, the airline divided its passengers into two categories: economy and business. An aircraft journey is associated with the status symbol. In India, urbanisation leads to improved services and airports. Only metro cities had airports a few years ago, but as India expanded, additional airports came up. Many work possibilities are produced as a result of airport growth, resulting in lower unemployment.

Technological

Due to intense rivalry in the airline business, the latest technology in aeroplanes must be modified to survive in a harsh environment. Furthermore, incorporating cutting-edge technology into planes would minimise fuel consumption while also increasing the cost and efficiency of air operations. In its operations, the Indian aviation sector makes considerable use of technology. In the Indian aviation industry, modern technology is used for both the front and back offices. Ticketing, distribution, and customer support are all handled through mobile applications.. Social media is being used by the airline sector to get a foothold in the market. Radio-frequency identification, luggage and flight monitoring through GPS, and self-service kiosks are just a few of the improvements developed in this business. Reducing pollution by using sophisticated technology to develop new aviation engines would also benefit the world by lowering CO2 emissions. Many technical advancements have occurred in the airline industry over the last decade, and passengers have been able to improve their travel experiences by using Wi-Fi while travelling They want to use technologies like as automated boarding, kiosks, and self-bag drops to automate service delivery. Cloud computing is not used fully by Indian aviation members today. They are aware, though, that they must change as the aviation business becomes more global, and each member is taking it gently. The benefits of cloud computing include cheaper costs and easier backup management, which will aid in the development of better solutions.

Environment

The increase in the number of planes flying in the sky is attributed for the rise in global warming. This has a negative impact on our environment. As a result, the aviation sector must

incorporate environmental issues. Passengers keep track of their carbon footprint as climate change becomes more prevalent in the public awareness as passengers become increasingly ecologically concerned. As a result, the Indian aviation sector has been pushed to embrace green flying and is more sensitive to environmental issues. Because of environmental concerns, airlines are putting a lot of emphasis on their CSR activities.

Legal

Local-content regulations, import limits, tax controls, pricing controls, and labour issues are just a few examples of legislation that has a global impact and has grown steadily over time. The number of lawsuits brought by employees and consumers against Indian airlines has increased. The rules are also becoming more stringent with regard to airlines, and new tactics are being developed, and they are concerned if the airlines are breaking any laws. Each airline's action is examined in terms of delays, safety concerns, and other concerns. Passenger safety is particularly important. In this sense, airlines are made accountable for any type of accident, including aviation disasters. Air travel is also governed by a number of significant laws. The way airlines handle their passengers has been regulated by new rules. Most airlines have a strict clean-up procedure involving 3-4 hours for each commercial plane; most airlines have a stringent clean-up procedure involving 3-4 hours for each commercial jet. The majority of airlines have installed HEPA (High-Efficiency Particulate Air) filters on their aircraft.

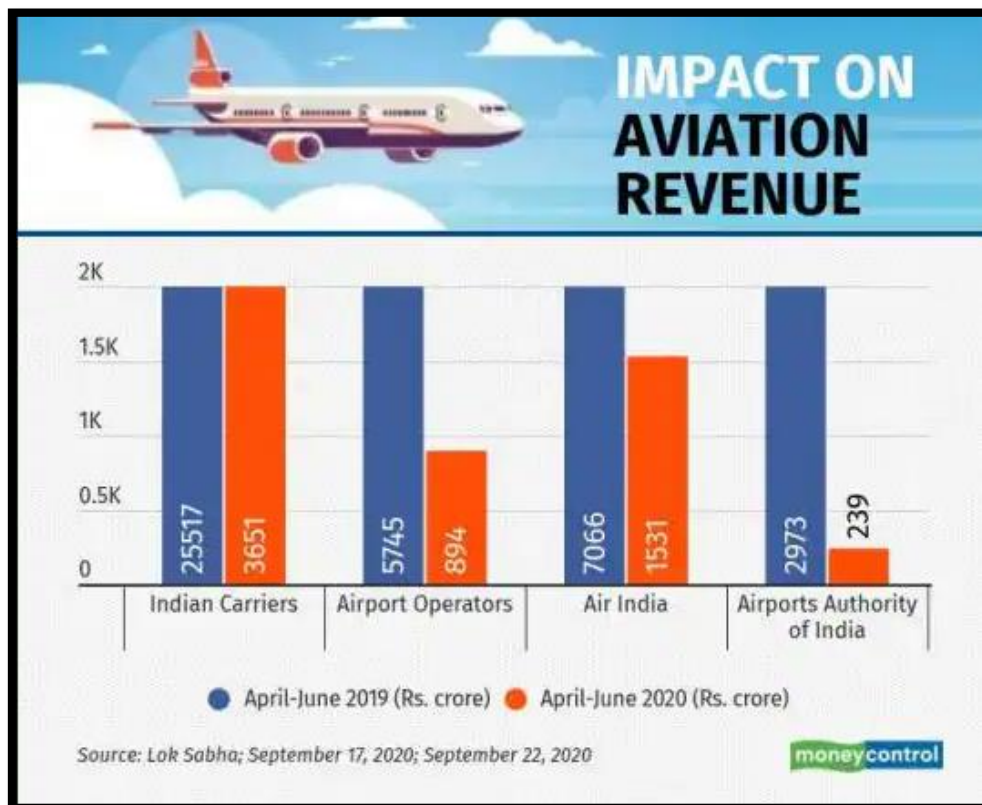
Conclusion

Currently, aeroplane businesses in India have been wiped out by the covid-19 pandemic. If they want to exist in the near future, they must be extremely realistic and operate successfully and efficiently immediately. The Indian aircraft sector is in chaos and is almost headed for disaster. The present businesses have detected the impending arrival of a new type of airline structure in India and are taking all feasible efforts to reduce operating costs even before it arrives. Furthermore, it should be highlighted that government policies are insufficient for aviation's economic growth. Because of Covid19, which is causing the whole sector to suffer, India's government should take emergency action. One of the most significant challenges for all aviation companies in India is the cost of jet fuel. The government's tax policy is the primary

cause of high airline prices. If the government is serious about growing the aviation business in India, it must rethink its tax strategy and lower pricing.

As a result, these are the four PESTAL elements impacting the industry's external macro-environment analysis. Increased operational expenses, tight government regulations, employment, layoffs, and restrictions, jet fuel, changes in Indian passenger behaviour, and the current pandemic have all had a negative impact on the airline industry's profitability and sustainability in India. For the sector to get back on track, it will require a lot of hard work and patience.

Covid 19 impact on Aviation Industry



According to the civil aviation ministry, the Covid-19-related disruption in air travel resulted in the loss of nearly 39,000 jobs in the Indian aviation sector last summer.

According to the International Air Transport Association, 2020 has been the worst year in aviation history. Over the course of 2019, worldwide passenger demand fell by 66%. Domestic aviation travel in India was also cut in half last year owing to a two-month lockout and gradual relaxation of restrictions.

Unlike many other countries, India's aviation industry is still expanding. Domestic travel is expected to return as the economy improves by the end of the year, according to industry forecasts. Many of the jobs are projected to return as capacity utilisation and investment in transportation infrastructure increase, although at lower pay scales.

Some airlines have restarted hiring as they grow their fleet and network, which were constrained during the first few months of the pandemic, indicating a glimpse of recovery in India's aviation business. According to an industry official, full-service airline Vistara has engaged more than 50 operational workers over the last several months as it has added five aircraft to its fleet. IndiGo, a low-cost airline, is also hiring across the board.

Many experts have predicted that in next two years there will be a big shortage of pilots in India. This is because as of February, airlines were only flying at about 47% of pre-Covid capacity, based on analysis of data from International Air Transport Association. But by 2025, after global demand in domestic and international travel expands beyond 2019 levels, it is expected a worldwide shortfall of at least 34,000 commercial pilots — almost 10% of the total workforce. That gap, which will begin to be felt as early as next year, is based on a modest recovery scenario. If we were to see a more rapid recovery, that shortage could reach 50,000. so that would make joining pilot training now a good decision for students even during pandemic.

PART B: Profile Of the organization

Carver Aviation



Academy of Carver Aviation is a state-of-the-art flying school established in 1995 at Baramati, Maharashtra. ACAPL is a Private Limited Company registered under the Companies Act 1956. ACAPL vision is to impart aviation knowledge, both theory and practical, to aspiring aviation enthusiasts. It is the first flying school in India to receive an ISO 9001-2008 certification and is approved by the DGCA. For the past 26 years the academy has generated hundreds of astute pilots (CPL & PPL) and Aircraft Maintenance Engineers (AME) who have been supplementing the aviation industry's requirements.

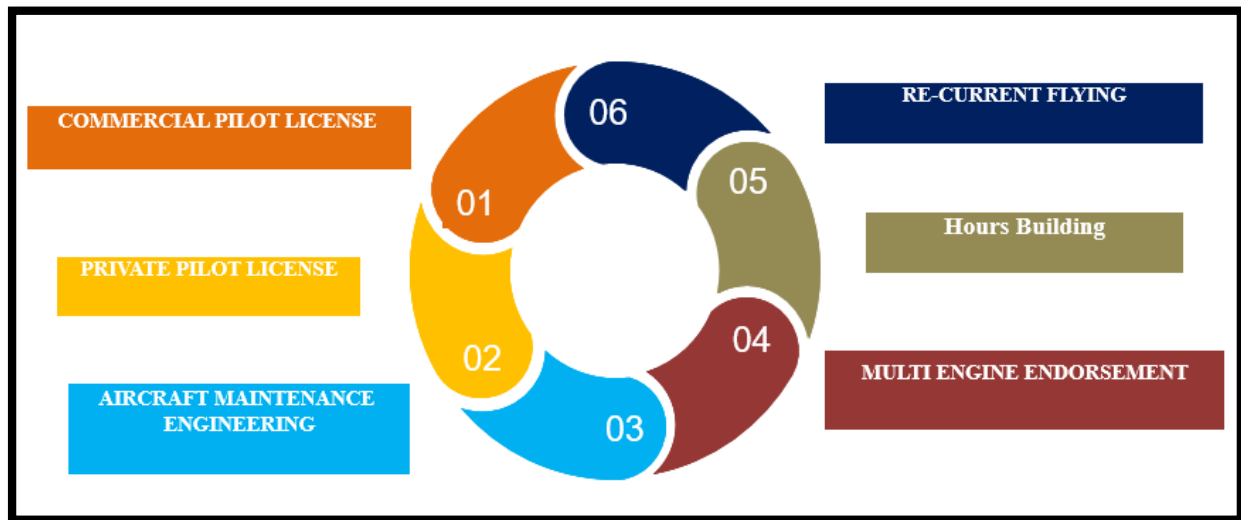
MISSION

Our aim is to produce the optimum blend of aircraft manipulative skills, academic application, leadership and command character, all combined with a competent knowledge of business and aviation management testing.

VISION

At Carver Aviation we have chosen Airmanship as our motto to continually remind us that we must reach an understanding of each element in the aviation environment namely Air Man Ship with a continuous emphasis on Flight Safety.

Courses offered by the Academy



Other Flying Services: Joy Ride, Flower dropping, Leaflet dropping, Fun flight, Scenic Flight, Gift Voucher Flight, Sky Diving Ground Training Support , PPL Renewal , CPL Renewal , Instrument Rating , Instrument Rating Renewal , ATPL issue , ATPL Renewal , RT Renewal , AFIR Issue , AFIR Renewal , FIR Issue , FIR Renewal , Regency Requirement , Flying Hours Building , Endorsement of Cessna 172 and Cessna 152 , Multi Rating of P68 , Aircraft Maintenance Engineering , On Job Training .

Features of the Academy

- **ISO 9001-2008 certification**– The institute is ISO certified making its quality standards safe and as per the norms specified by the government.
- **DGCA (Director General of Civil Aviation, Govt. Of India) approved**- Any flying institute which is licensed by DGCA has the right to issue a flying certificate or legally conduct flying classes in India. All the courses offered by Carver aviation are approved by DGCA.
- **Infrastructure**- flying institute has qualified instructors and all the necessary equipment in-house which helps in training as a commercial pilot.
 - **Hanger** - The DGCA approved hangar comprises of an area of 5000 sq. ft. and enables 4 aircraft' maintenance at a time. Work is in progress for further enhancement to handle heavy aircraft above 5700kgs.

- **Runway-** A 7700 ft. tarmac runway with a breadth of 150 feet and orientation of 11/29 is used by Academy of Carver Aviation. Carver Aviation has the permissions to fly outside watch hours giving the advantage of flying round the clock
- **Apron-** Academy of Carver Aviation has access to a 1, 80,000 sq. ft. apron, for parking its fleet. This apron apart from housing the aircraft in our fleet is also the parking base of visiting aircraft both civil and defence

- **Fleet-** The institute has a fleet of 8 aeroplanes including Multi-Engine Aircraft.
- **Excellent Training faculty-** The academy has a team of instructors, comprising Chief Flight Instructor, Pilot Instructors, and Assistant Pilot Instructors because of which a systematic and perfectly planned rostering of flying hours has been done.
- **1 Lakh Flying Hours**– One of the First Academies of India to complete 1 Lakh (100000) Flying Hours.
- **Rocket speed completion of Flying**–Carver aviation has Night flying approval which means you can fly from sunrise to midnight.
- **Rain Shadow region**– Carver Aviation has location advantage, being located in Baramati which is the rain shadow region, it doesn't face the issue of fog or poor visibility which ensures round the year flying.

How to select a flying school?

It is important to understand what are the factors that customers consider in choosing a flying school, so that marketing can be done based on that. Commercial pilots in India earn some of the highest wages in the country. For a new pilot, domestic airlines in India pay up to 1.5 lacs. On foreign flights, a pilot's compensation increases with years of experience. To be a pilot in the future, a student must first select a Higher Secondary Course that includes courses such as physics, chemistry, and mathematics. You must enrol in an Air Flying School in the country after completion of your plus two exams. It's advisable to pick the top Air Flying School so that to gain attractive job possibilities once completed training. SPL, PPL, and CPL are some of the courses and training that will have to finish at these flying schools. Some of the factors that should be considered on selecting a flying schools are;

Type and condition of aircraft, as well as flight fees

This is vital since it will be evaluated for a job interview. When a competition arises, companies choose people who have flown better planes. That is to say, most businesses prefer applicants who have flown glass cockpit aircraft to those who have flown analogue cockpit aircraft. The term "glass cockpit" refers to aeroplanes that use digital displays instead of analogue instrumentation. You can obtain CPL if you've flown a Cessna 152, Cessna 172, or a Cessna 172 with a glass cockpit.

Fees associated with multi-engine aircraft

Multi-engine aircraft, like most passenger aircraft, have two or more engines. Experience flying multi-engine aircraft is a plus when it comes to joining an airline. Flying, on the other hand, will cost between 25000 and 40000 Rs per hour. So, within the total 200 hours necessary, it is advised to complete only 5-10 hours of multi-engine flying so that you do not have to spend an additional 3-4 lakhs for multi-engine flying.

Simulators

Simulators are computer-assisted machines that simulate the experience of piloting heavy aeroplanes. It aids in the training of pilots to fly large aeroplanes at a fraction of the expense and effort required to fly actual planes. In India, the cost of a simulator flight ranges from 800 to 3000 rupees per hour.

Ground class instructors, coaching

Air regulations, meteorology, technical general, technical specific, navigation and radio aids, and radio telephony are the six topics you must write and pass to obtain CPL. It is critical that the ground training received from your institution be of high quality in order to pass tests with high marks and receive CPL in a timely manner. So, before enrolling, inquire about the teaching personnel at the institution you are considering.

Alumni

To help make sure a bright future, avoid academies that have frequent flying halts, fuel shortages, aircraft issues, a small number of aircrafts, a small number of crew, have been blacklisted by the DGCA in the past, have frequent faculty changes, are non-disciplined, have a low percentage of passing outs, and so on. To learn more about this, talk to students who have previously flown with the academy. Their experience should be valued more than the sweet-talking executives of the flying club. If authorities provide guarantees, they should be asked in writing so that they may be used in a future circumstance.

Competitive Analysis of flying schools in India

The purpose of a competitor analysis is to understand your competitors' strengths and weaknesses in comparison to your own and to find a gap in the market.

A competitor analysis is important because:

- It will help you recognise how you can enhance your own business strategy.
- It will tell you how you can out-do your competitors in these areas to keep your customer attention.
- Resulting in a competitive edge over others in your sector.

As of today Carver aviation academy is not considered as a market leader or even in top 5 flying schools in India. So a competitive analysis is conducted to analyse the strength and weakness of various schools in India to ultimately identify what improvements that should be made in Carver aviation.

Identifying your competitors

As carver aviation academy is a private limited company, government institutes like IGRUA cannot be considered as their competitors. So competitors were identified based on location and fees structure. Most of the direct competitors are from Maharashtra and are privately owned.

The Bombay Flying Club

The Bombay Flying Club, one of India's top flying schools, was founded in 1928. The institute's first commercial pilot licence was granted to Mr JRD Tata, the founder of the Bombay Flying Club. Today, the institute is associated with Mumbai University and the Directorate General of Consumer Affairs (DGCA). Bombay Flying Clubs also has some of the greatest aircraft, such as the Cessna 152A, PIPER PA18, Seneca, and others. Commercial pilot training requires a minimum of a 10+2 education and the passing of a class I fitness exam. Candidates can also apply for the Bachelor of Science in Aviation programme.

Strength	Weakness
<ul style="list-style-type: none">• It is one of the oldest flying clubs of India with very good reputation.• The college infrastructure is good. All the classrooms have 2-3 A/Cs, library and its own maintenance hangar.• All instructors were highly qualified with many of them have worked in big airlines and air force before	<ul style="list-style-type: none">• In 2018, due to the increased traffic in Mumbai, they have shifted flying classes to Dhule, north-east of their previous base of Juhu where now only ground classes take place and lost their location advantage• The ground classes and the flying are in 2 different locations• No hostel facility near ground classes

Social Media Strategy – The Facebook page has around 100k followers and Instagram have more than 2k. Posts and videos were posted continuously during the months of March May and June last year. But only 10 posts were made in their Facebook this year despite of having a huge amount of followers. The contents include IGTV explaining course details, landing and take-off videos and photos of various aircrafts

Nagpur Flying Club, a Govt. of Maharashtra Enterprise

The Nagpur Flying Club is India's earliest flying club. Nagpur Flying Club (NFC) is regarded as India's cheapest flight school. It was founded in 1947 by flying enthusiasts. The Maharashtra government took over the Nagpur Flying Club in 1990, and it is still operational to this day. Nagpur, Maharashtra, India is the location. Produced and continues to produce a large number of pilots for the Indian and worldwide aviation sectors.

Strength	Weakness
<ul style="list-style-type: none"> • Fees is less because it is a state government-run institution and would be charged at subsidized rates • Known as cheapest flying club in India • Admission is based on interview process and students are attracted because it's a government run academy • 4. Located close to Nagpur international airport and Ideal dry weather for flying training throughout year 	<ul style="list-style-type: none"> • No DGCA approval, but they are working towards it. • Club was closed and only restarted this year after a gap of over three-and-half years.

Social Media Strategy - Not active on social media and do not have a website also.

SVKM's NMIMS Academy of Aviation

The SVKM NMIMS Academy of Aviation (AOA) is a part of the famous Shri Vile Parle Kelavani Mandal (SVKM) group and was founded in 2009. To provide world-class flying training, Narsee Monjee Institute of Management Studies (NMIMS) established the Academy at Shirpur Airport near the NMIMS Campus in Shirpur, Maharashtra. They have 3 aircraft in their fleet and the Academy has dedicated air traffic control tower, safe runway length, and fully ventilated and maintained hangar.

Strength	Weakness
----------	----------

- **Reputation of NMIMS.**
- **Flying training on the latest CESSNA-172R/TECNAM aeroplanes equipped with Garmin-1000 system.**
- **Provides glass cockpit aeroplanes.**
- **AC classroom**
- **Hostel to Airport transportation facilities.**
- **6. Classroom – equipped with Audio-Visual training aids**

- **Hostel facilities is worst according to online reviews.**
- **No placement assistance.**
- **Website is clean and easy to navigate, but does not provide much information about the course.**
- **Very bad social media presence and activity with 292 followers on Instagram, 2897 followers on Facebook.**
- **There is no dedicated social media account for Academy of Aviation under SVKM's NMIMS.**

Madhya Pradesh Flying club, Indore

The Madhya Pradesh Flying Club was formed in 1951. It maintained for the Madhya Pradesh government for the first 31 years, till 1982, maintaining government aircraft and planes. The Madhya Pradesh Flying Club also trains fighter pilots in conjunction with the Indian Air Force. The club has grown to become one of India's most popular flying schools, with 10+2 education and a passing class I fitness exam as the minimum requirements for commercial pilot training.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Add on services like <ol style="list-style-type: none"> 1. Charter services 2. Flower dropping 3. Joy rides 4. Apprenticeship training for AME <ul style="list-style-type: none"> • Competitive fee structure • Multiple affiliations 	<ul style="list-style-type: none"> • Inactive on social media • Small fleet of aircrafts • No hostel facility • Huge batch size of 50 students

Falcon Wings Aviation Academy

Falcon Wings Aviation Academy in Pune is one of the most famous Air Hostess Training Institutes in the country. Also known as Air Hostess Training Institutes, Aviation Institutes, PPL, Travel & Tourism Institutes, Hospitality Management Institutes, Airport Ground Staff Training Institutes, and Cabin Crew Training Institutes etc.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Competitive fee structure• More number of aircrafts• Easily accessible location	<ul style="list-style-type: none">• Inconsistent on social media platforms• Small fleet size• No accommodation available• Below average infrastructure

Social Media Strategy:

Instagram- Is inactive since almost 1 year. Posts are on vacancies in various airline companies and a call to take admission.

Facebook and LinkedIn- Almost inactive

Overall their strategy for social media was to provide value to the users by informing about job vacancies, at the same time, highlighting the career avenues after completing the training

Marketing Strategy for Carver Aviation

After competitive analysis of the competitors the main competitive advantages of carver aviation are:

- **Aircraft Fleet** – Compared to all their competitors' carver has the highest number of aircrafts. This include both multi engine and single engine aircrafts.
- **Instructors** – The student to teacher ratio is highest in carver among all their competitors.
- **Infrastructure** – The institute has a very good infrastructure including hostel facilities and transportation services

- Location – It is located in rain shadow region, which allows all year long flying, even night flying.

Competitive Disadvantages of Carver

Before 2017, carver was part of top 10 aviation schools in India. But due to financial issues there was a drop in brand reputation of the school due to lack of instructors, students not able to complete flying hours in two years and a cut down in its air fleet size. The institute was taken over by a new management in 2020 and now the firm is trying to rebuild its reputation back

- Extension of course duration – Due to lack of instructors and air fleet, the students were not able complete the course in 2 years. This created a negative impression among alumni and reviews about the company.
- Management Issues – The management has some co-ordination issues that lead to some communication gap like not refunding in correct times and not answering calls.
- Social media marketing- in 2020, the social media platforms were not active and was not able to increase their visibility
- Fees structure – Compared to all their competitor's carver has very high fees.

Marketing Plan

Target audience – The primary target audience is 12th standard pass students for the CPL course. So one idea to increase visibility of academy is to start conducting webinars at school levels for 12th standard students mostly focussing in the state of Maharashtra. This will increase the brand awareness among students.

For PPL, the target audience is upper middle class people. So promoting the institute through clubs like lions club will be helpful.

Social Media Marketing – the primary focus in social media must be Instagram for CPL and Facebook for PPL. Posting in Instagram throughout the year instead of just during admission period and also posting more reels in Instagram will increase the followers and visibility. Including videos of flying experience of students and alumni placements in Instagram

CRM management – The enquires received on website should be answered within a day rather than after a week. This will help to create better reputation among customers about the management of Institute.

Due to change in management last year the brand reputation of company has suffered, aggressive marketing including newspaper marketing and TV ads primarily focussed on Maharashtra must be done to rebuild the reputation back. Content must be posted in social media throughout the year because social media marketing is an area which none of the flying schools are focussing. So it can be used to create a competitive advantage in market. Conducting webinars and seminars in schools very early before admissions could give an advantage among competitors.

PART C: Internship Project

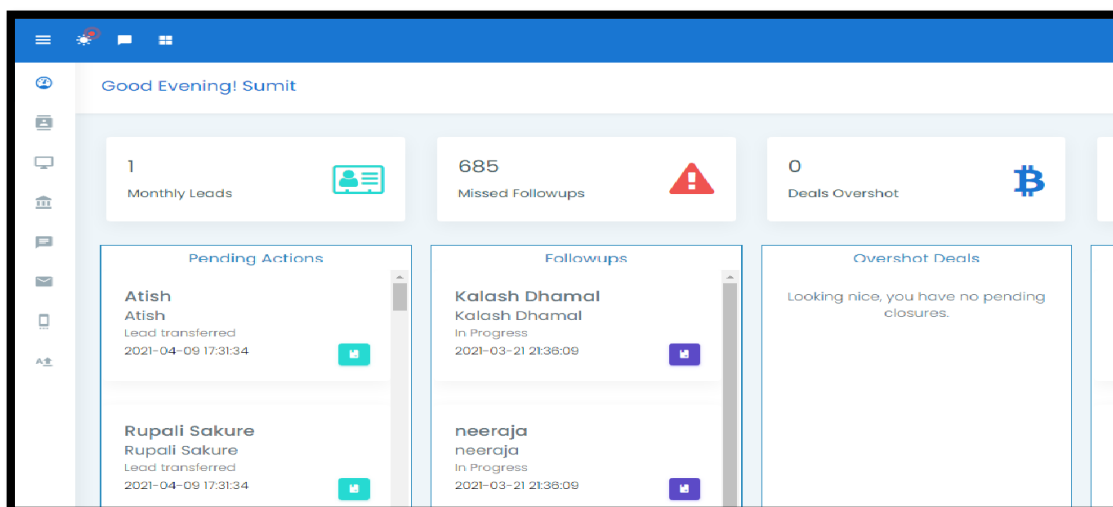
➤ **Project Title - Market research, analysis & business development by using Integrated marketing strategies**

Task Assigned by the company

- Manage customer relation management software (CRM) of the company
- Get in contact with the registered customers in CRM software and sort them into leads and junks. Send mails requested by customers.
- Conduct primary and secondary market research to write a competitive analysis report for the academy. The report should include all the DGCA approved flying academies of India
- Conduct atleast two webinar with the team of interns for target audience.
- Create posts and captions to promote the webinar in social media platforms including Facebook, Instagram Twitter and LinkedIn.
- Increase engagement in social media platforms.
- Conduct E-mail marketing for the academy.

Internship Project – (May 1st – May 31st)

✓ **Managing customer relation management software (CRM) of the company**



The CRM software of the company has to be constantly updated every day by contacting the new leads registered in the company website and sorting the customer into leads or junk. For potential students that may join academy, the contact details are forwarded to higher management.

The details of potential leads are updated and maintained in excel sheet.

✓ **Market Research – Conduct competitive analysis**

As part of market research, a competitive analysis report was made for all flying school in India with DGCA approval. Primary research was conducted by contacting the academy and alumni of the school. Secondary research was conducted through their websites, and social media platform.

The main focus of research was to identify the marketing strategies of other companies and identify their strength and weaknesses. The team of interns worked as team and submitted competitive analysis of 20 flying schools in India.

✓ **Conduct a Live webinar for targeted audience**

A webinar was conducted by the team of interns on topic “**How to become a successful pilot**” on **1st June 2021 at 05:00 PM.**

The purpose of this webinar was to:

1. CPL/AME/PPL in-depth procedure from eligibility to medical and flying.
2. Life after becoming a pilot.
3. Placements, work-life, and ROI.
4. Future of aviation industry after Covid

The target audience was mainly +12 pass out students and degree holders. The topic was kept very general to attract more audience.

As part of promotion, posters were made and posted on social media including Instagram, Facebook LinkedIn and twitter.



A minimum of 2 posters were posted in all platforms for marketing. Gmail groups were used for Email marketing including sending thank you mails and sending links for joining seminar. Around 350 registrations were made and above 200 people attended the webinar. This helped in identifying a new set of potential audience and increasing brand reputation of organization.

This tasked help in learning new software including canva and Gmass and also identifying how to do digital marketing.

Internship Project– (June 1st – June 30th)

✓ Sales pitch – pitching to potential customers to visit academy

A list of 100 potential candidate was provided by the company, and was assigned to contact and convince them to visit the campus for joining the CPL and PPL courses. The candidates have to be contacted and explained about the courses available, infrastructure of the academy, fees and admission procedure. An excel sheet has to be maintained about their information and constantly updated with recent updates from students.

Akshat Batra	Recived	9212523000	CPL	Yes	akshatbatra17@gmail.com	Delhi	yes	yes	Already clered one dgca paper. Mail send on details of CPL fee structure.
Kashish sayyad	Recived	7620123249	CPL	Yes	kashishsayyad4300@gmail.com	Pune	yes	yes	Interested in visiting the campus. Will call and take an appointment for visiting. Details of CPL forwarded
Bhavya Kumar	Recived	7982695776	CPL	Yes	bhavyakumar2k04@gmail.com	Delhi	yes	no	interested. But cannot visit the campus due to lockdown. Will contact us once the medical is done
Dhannjay wank	Recived	8369516050	CPL	Yes	dhannjay.dk79@gmail.com	Mumbai	yes	no	enquired about age limit and type 2 diabetes. 'watts app message send send
Rishit	Recived	9136107196, 8208685572	CPL	Yes	rishitludhani@gmail.com		yes	no	will get medical done in 2 days. Enquired the possibility of completing just flying within a year. mail send regarding the details
	Not recived	7743815012							
Harsh	Recived	9599117214	CPL	Yes	harsh.invent5687@gmail.com	Delhi	yes	yes	cannot visit campus because of lockdown. Still deiding on the flying schools. Mail regarding cpl

The target is to convince at least 40 potential students to visit the campus by the end of the internship. This activity helps to understand that in a good sales pitch rather than to list product characteristics, turn your sales pitch into a conversation that allows you to establish a long-term relationship with your customers. Treat it as though you were working together to achieve a joint goal: the buyer's solution is obtained, and you sell your product.

✓ Quora marketing strategy

Quora is excellent at generating organic awareness, improving brand reputation and even helping you to learn more about your audience. To increase the brand awareness of carver aviation, specific questions related to CPL, PPL or pilot training was found and answered. The answers contained link to company website .and relevant keywords to help increase traffic to the website.

It is important to identify the correct questions relevant to our target audience and deliver answer in order to increase the reach to potential customers.

✓ Webinar for Target audience



The organization asked the team of interns to conduct 2 more webinars for target audience on June 26th and June 27th. The event was promoted on all social media platforms. The task assigned involves creating posters, writing contents, email marketing and telephone marketing. Instagram reels were also made using canva for promotion. Both CPL and PPL events were successful with over 100 participants. The event helped us to identify a new set of potential leads.

Learnings from SIP

Social media marketing

The Internship project has helped to learn basic principles and tools in social media marketing across various platforms including Instagram, Facebook, Twitter, LinkedIn and Gmail. Digital marketing is crucial in the survival of today's businesses. You need to expose your brand to a bigger audience if you want your business to grow. As we were promoting the webinars across various platform of social media, it helped us to identify which social media platform to use for a particular targeted audience. For example I your targeted audience id an 18 year old, then Instagram is the best way to reach them. At the same time for someone above age 30 or above, Facebook is the primary point of contact.

Sales pitching

Sales in an important aspect of marketing. Over the course of project atleast 1000 calls were made to potential customers and this has helped to me to identify how to talk to a potential customer and convince them to take the next step.

A good pitch should be

Research-based: Don't make assumptions about what your audience wants or needs. Build your arguments on data and, most crucially, what your client says. Take their age into consideration when talking to them.

Benefits-oriented: A really captivating pitch allows the listener to picture how their lives might be different if they used your service that is in this case deciding to become a pilot.

Conversational: Throughout your pitch, ask questions and dig into your audience's specific goals and motivations to build trust. Make sure to follow up on them regularly to maintain a good customer relationship.

Communication

The most important skill I improved on was my communication. I had to communicate in different manners to my mentor and probable leads. The communication was formal in nature and I had to take care and always remember that I was representing the organization

Teamwork Is Important

I worked with a team of nine interns and working in a team has several advantages, including: team members serve as a standard; when some of your co-workers do better than you, we naturally develop a sense of competitiveness in ourselves and adjust our work style to match top achievers. As a result, the team as a whole produces better results. When a manager tries all of his or her tricks to motivate us, it may not make a significant impact. Benchmarking in a group, on the other hand, may provide better outcomes.

Accept Ignorance

Selling a product is never an easy task. Throughout the span of 2 months I faced many potential leads ignoring, and lot many rejecting at the first glimpse of the sales pitch. I learnt to offer the courses to new leads with the same enthusiasm again

Convincing skills

Generating a lead was the first big task and converting the potential lead was totally dependent on the convincing skills. I had to constantly improve the way I conveyed about the features of the product. Had to deal with graduate students as well as working professionals. I definitely could see an improvement in my convincing skills over the span of these 2 months.

Knowledge about Industry

I gained in depth knowledge about the aviation industry of India and its growth potential in near future. Even though aviation was one of the most effected industry in India during COVID 19 pandemic, it is also one sector that have a huge growth potential in future. In the previous three years, India's aviation sector has seen significant changes in both civil and military aviation. The number of employment openings in the business is rapidly growing. The aviation sector has demonstrated its ability to bounce back stronger, bolder, and quicker from prior crises that threatened to disrupt the status quo. To help the industry navigate in its new normal during a pandemic, a clear, logical, and consistent approach to changes is required.

References

Aviation in a post-pandemic world. (2020, November 4). KPMG.

<https://home.kpmg/in/en/home/insights/2020/11/aviation-in-a-post-pandemic-world.html>

Aviation Industry in India - Aviation Sector Analysis, Gr. . . (2020). Invest India.

<https://www.investindia.gov.in/sector/aviation>

home. (2021, May 11). Nagpur Flying Club. <https://nagpurflyingclub.org/home/>

Indian aviation 2020. (2020). Covid 19. <https://www.business->

[standard.com/article/companies/how-indian-aviation-sector-braved-covid-turbulence-better-than-global-peers-121061101398_1.html](https://www.business-standard.com/article/companies/how-indian-aviation-sector-braved-covid-turbulence-better-than-global-peers-121061101398_1.html)

Indian Aviation Industry, Aviation Sector in India, About, Analysis. (2021). Aviation.

<https://www.ibef.org/industry/indian-aviation.aspx>

Petrauskaite, G. (2021, April 6). *Is India still on track to become the world's 3rd largest*

aviation market? Indian Aviation. [https://www.aerotime.aero/27602-india-aviation-](https://www.aerotime.aero/27602-india-aviation-prospects#:~:text=The%20authority%20projects%20that%20India,of%20air%20p)

[prospects#:~:text=The%20authority%20projects%20that%20India,of%20air%20p](https://www.aerotime.aero/27602-india-aviation-prospects#:~:text=The%20authority%20projects%20that%20India,of%20air%20p)

[assengers%20by%202024.&text=According%20to%20the%20Ministry%20of,of%20](https://www.aerotime.aero/27602-india-aviation-prospects#:~:text=The%20authority%20projects%20that%20India,of%20air%20p)

[190%2D200%20by%202040.](https://www.aerotime.aero/27602-india-aviation-prospects#:~:text=The%20authority%20projects%20that%20India,of%20air%20p)

S. (2020). *Falcon Wings : Aviation Academy | Expertise in Aviation, Travel & Tourism,*

Hospitality, Retail. Falcon. <https://falconwingsaviation.com/>