



Final Report
of
SUMMER INTERNSHIP PROJECT AT SPORTS365 (2020-22)



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Purpose of Report	Submitted as partial fulfilment of the requirement of the MBA Course (2019-2021)

Acknowledgement

I would like to express my gratitude towards the management of Sports365., for providing me with this wonderful opportunity to pursue my summer Internship Program (SIP) at **Sports365**. Sports 365 has been a great learning opportunity for me. It provided with the exposure to learn, grow and shape myself into the ideal candidate for a corporate environment. I am having a wonderful experience with the company and team involved. Even during the pandemic, this opportunity gave me a hands-on experience on working in the sales and marketing domain.

I would like to thank **Ms. Upasana Bhat**, my company guide at Sports365 for constantly guiding me and assisting me throughout my project.

Also, I would like to thank **Prof. Sanjay Jain**, for providing me the right knowledge whenever required, for guiding me and encouraging us throughout the process.

Lastly, I would like to thank Institute of Management, Nirma University for providing opportunity for great leaning and making me corporate ready.

Date: 12th July, 2021

Executive Summary

This is a report on my entire journey at Sports365 as part of my Summer Internship Project. With the help of first-hand experience in sales and marketing with the company, I was able to find out about the best practices in sports and fitness industry and how there is still a scope of improvement in the working of the organization. The report also includes a study on the competitive environment in the industry and the technologies that have been adopted as well as technologies being developed that can be implemented in the near future for a high-performance sales and marketing network. The report also tells the user about the number of vendors contacted in different geographical areas and the conversion rate when cold calling the prospective buyers of a good/service. The report also highlights the major areas of improvement that the organization lacks and how can these shortcomings be turned into opportunities for the organization.

The learnings and conclusion part shows the output of the project and the knowledge gained from it. It also shows the insights that we have gained about the sales and marketing process as a whole.

Part A: Profile of the Organization



Company Profile

Company Name: Sports365

Year of Incorporation: 2012 (9 years old)

About the Company:

Sports365 is an E-commerce and infrastructural company (e-commerce market place for sports equipment and sports infrastructure development) headquartered in Bengaluru, Karnataka. Started in the year 2012, it is among India's top sports infrastructure and equipment solution company with an excellent track record of delivering best in class solution for sports and fitness requirements of their clients.

Sports365's founder has a strong educational background and over 25 years of corporate experience by working with companies such as Procter & Gamble (P&G), McKinsey & Co, and KPMG (KPMG) (NIT and IIM). Sports and fitness legends like Mahesh Bhupathi, Yuvraj Singh, and Lara Dutta have backed the founding team. The company was founded in 2012, when the company's founding group announced the initial plan, and it hasn't stopped since!

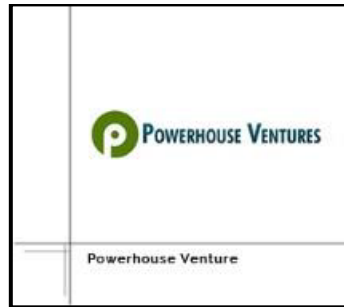
Sports365 owns and operates a number of prominent sports-related websites in India, including Sports365.in, Tennis365.in, and Running365.in. Sports365's integrated options for their sport's needs will support national sports teams, leagues, academies, universities, and corporates.

The company has also partnered with well-known sports and fitness companies both within and outside India to help them realise the full potential of the Indian sports market. Hero Cycles, Wimbledon, Victor, Mizuno, V22, Lumo, and others are among Sports365's brand partners.

Sports365 has taken the pole position in India's sports market in a very short time period since its inceptions. The business won many awards and was named as one of India's Top 50 startups.

Investors - Sports365 has investment backing from two of the most well-known venture capital companies in the United States

1. **Powerhouse Ventures** - Powerhouse Ventures is a renowned US based venture capital firm that invests in emerging areas such as e-commerce, Clean Tech, and Healthcare in high growth markets like India. Sports365 has received investment, advice, and strategic assistance from Powerhouse Ventures since its inception.



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



Founders

Chandra Sekhar Reddy (Founder and CEO)

Ex P & G, Mckinsey, IIM Lucknow.



Sekhar, one of the founders of Sports365, leads the team at Sports365.

Sekhar, a graduate from IIM Lucknow, has worked with prestigious institutions like P&G & Mckinsey & Co before he found his calling and decided to build Sports365.

Aashutosh Chaudhary (Co- Founder)

Ex P & G, KPMG, IIM Lucknow.

Aashutosh, one of the founders of Sports365, leads the marketing team at Sports365. He is graduate from IIM Lucknow and worked with prestigious institutions like P&G & KPMG before Sports365 happened to him.



Market & Business scope

Providing a one stop solution for sports goods for all institutions. Sports365 is an electronic distribution site for merchandise related to sports. India is a rising country where many people aspire to be enthusiastic about sports. Sports365 is not limited to a specific area but has a nationwide reach as an online platform. It sells and delivers goods nation-wide. Therefore, we might claim the Sports365 business covers the whole of India. Sports365 is India's first professionally managed company with exclusive focus on sports & fitness. Through its multi-channel approach, Sports365 provides solutions in the areas of sports & fitness for consumers & institutions. In the consumer space, Sports365 is present through its online portal - Sports365.in, offering widest range of sports products across all leading national & international sports brands. In Institutional space, Sports365 offers turnkey solutions covering merchandising, events, infrastructure, consulting, etc., in the area sports & fitness for Schools, Clubs & Academies, Corporate and Real Estate etc.

Product and Services

The company offers various sports and fitness equipment. The company majorly covers all the popular sports in the country which are: Cricket, Football, badminton, tennis, basketball to name a few. The Company also collaborates with the schools, for which they have started School365 portal where they provide all the necessary items required by the students in their school like uniforms, books & stationaries bags et cetera.

Recently, the company also started to focus on sporting infrastructure development along with providing uniform solutions to the companies requiring the same

Currently Sports365 has 3 registered offices across India. These offices are located at Bangalore (HO), Hyderabad and Delhi.

Positioning: Sports and fitness specialist

Distribution Structure: Sports365 being an online sports equipment platform has no retail stores. Customers place an online order and deliver the products at their doorsteps. They deliver throughout India

Brands Owned: Sports365 is an online retail platform for selling good but they also have their own brands. They own two brands i.e., GOL and SCOULA.

Pricing: Medium range. The price of the products is approximately same as that of their competitors.

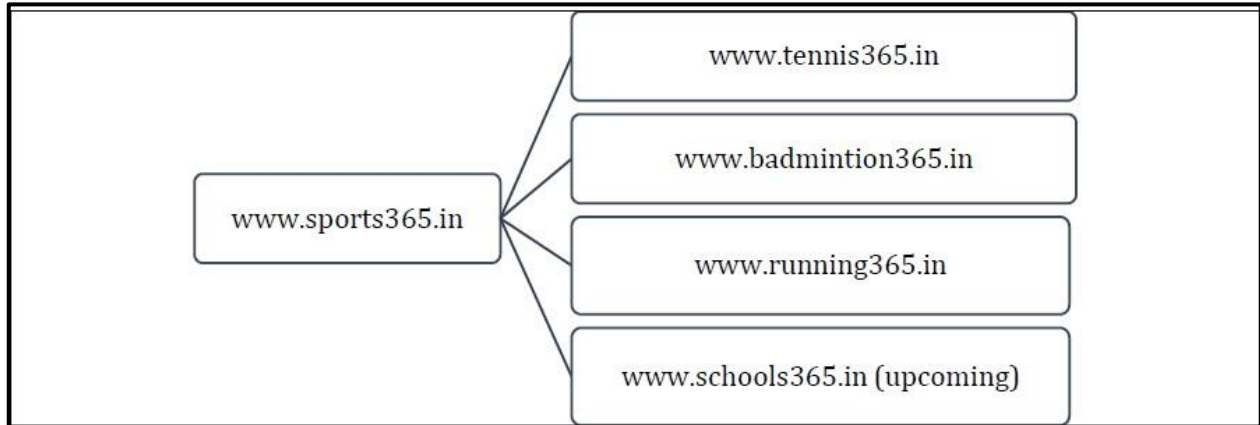
Segmentation: Sports365 caters to the section of the society which is inclined towards sports.

Company's Competitors: Decathlon, Nivia, Jockey, Columbia, HRX, Prolin & Kappa are some of its competitors.

Financial Performance: The start-up kicked off its operations in 2012 after the founders raised a capital of around Rs. 1 crore with the help from few family members and friends. The company initially focused on capital efficiency while choosing to make a small compromise on the growth size of its business. In the very first year of its operation, the company was able to generate Rs. 4.6 crore in revenue. In 2014 – 2015, Sports365 managed to grow its revenue to Rs. 14.5 crore. The company witnessed two investment cycles; the first took place in 2014 for \$ 200,000 from Powerhouse Ventures, while the second took place in 2015, when Powerhouse Ventures and Zolon Ventures invested \$ 1 million

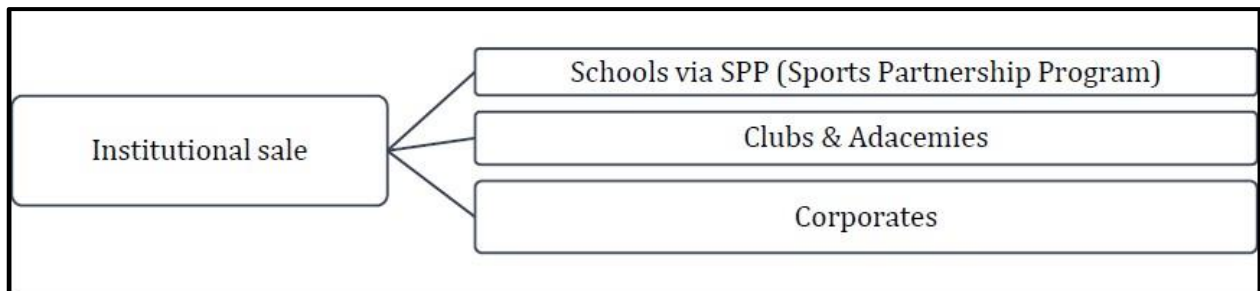
As mentioned above, the company has two business verticals namely:

- a) **Business to Customer (B2C)** – Under this it has four specialized sports portals



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

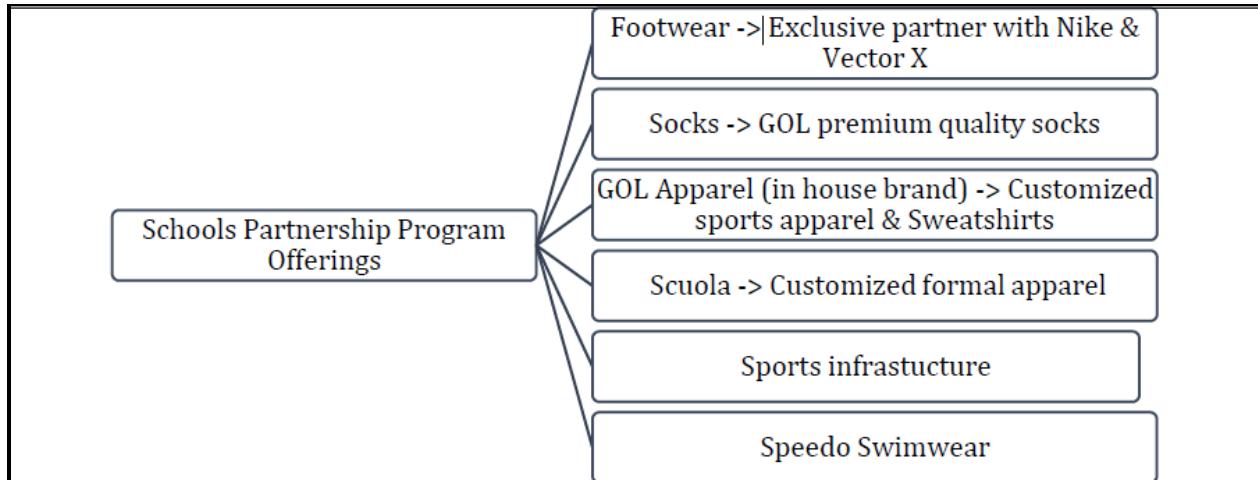
- b) **Business to Business (B2B)** – This vertical take care of the institutional sale of the sports & infrastructure services.



Company’s Competitors: Decathlon, Nivia, Jockey, Columbia, HRX, Prolin & Kappa are some of its competitors.

School Partnership Program

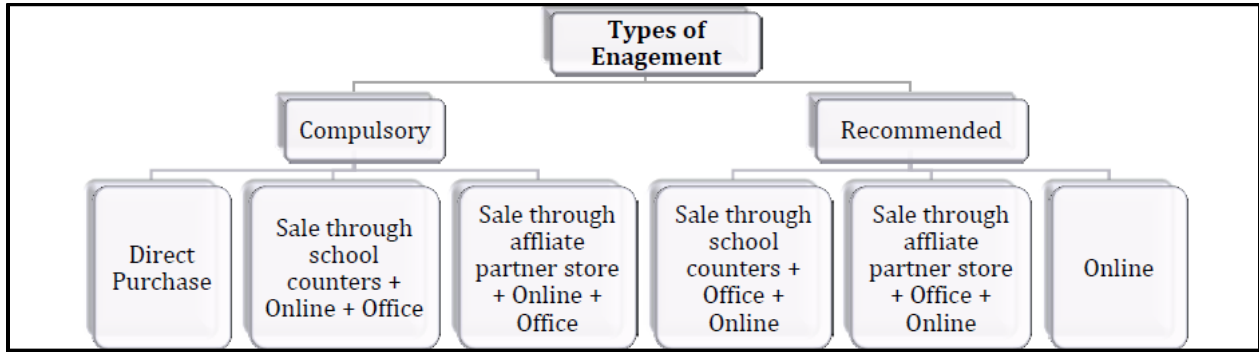
Sports365 under the purview of SPP aims to become a holistic sports and fitness partner of the schools. Over last 5 years SPP has made quality sports and fitness gear accessible to over 1,00,000+ students across India.



In addition to this, SPP comes with an amazing bouquet of benefits which aim to strengthen the philosophy of Sports365 and Nike's to promote sports across schools in India. These benefits include:

1. **Product Quality:** Comes with 1 year warranty leading to an increased shelf life and considerably reduction in the maintenance cost of the sports infrastructure.
2. **Kitting Support:** Nike kitting support for your school sports teams and coaches to the tune of certain percentage of the total invoicing value.
3. Flexible pricing options to consider the requirements of different stake holders. Parents have a choice to buy shoes from school counter, online, partner store or Sports365 office at uniform pricing
4. **Dedicated Account Manager:** Assigning a dedicated account manager (Nodal person) for your institution round the year.

Types of Engagement



a) Compulsory: Wherein the school makes the proposed offerings mandatory as a part of uniform. For example, if school management asks students to wear only Nike school shoes as a part of the uniform.

This model is the most profitable engagement model and ideally the conversion is anywhere between 65% - 70% of the entire school strength.

P.S: GOL Sports Apparel & GOL premium quality socks (customized) is always a compulsory offering

b) Recommended: Wherein the school makes the proposed offerings optional for the parents to buy. For example: If school management asks students to wear black multipurpose non-marking shoes, then students have an option to choose between Nike/Adidas/Reebok etc.

This model is not much profitable but helps to penetrate in the school. The conversion % depends on the number of players which are present at the school. However, the conversion can be anywhere between 20% - 40%.

P.S: Only shoes and non-customized socks can be a recommended offering.

Indian Sports and Fitness Goods Market

Market Outlook 2021-2026

During the period 2015-2020, the Indian sports and fitness items market grew at a moderate pace. The market is expected to increase at a CAGR of 8.6% from 2021 to 2026, according to IMARC Group. However, there is a need for constantly watching and evaluating the pandemic's direct and indirect effects, keeping in mind the uncertainty of COVID-19.

Sports goods are the necessary equipment and clothing for engaging in sports and avoiding injury. Fitness products, on the other hand, are a subset of sports goods that are used during workouts. These products are commonly used because they help people maintain their general fitness, improve their flexibility, muscle strength, and cardiovascular and pulmonary health. With the increased focus on fitness in recent years, several Indian institutions have encouraged people to actively participate in physical activities.

Individuals in India have begun to focus on their well-being as a result of the increased prevalence of lifestyle disorders such as obesity, stroke, type 2 diabetes, heart disease, and atherosclerosis. As a result, the number of gyms and fitness centers is increasing, which is boosting sales of sports and fitness equipment in the country.

Key Market Segmentation



Breakup by Product Type:

- Balls
- Fitness Goods
- Adventure Sports
- Golf Goods
- Other Goods

Breakup by Fitness Goods:

- Cardiovascular Training Goods
- Strength Training Goods

Breakup by Cardiovascular Training Goods:

- Treadmills
- Stationary Bikes
- Rowing Machines
- Ellipticals
- Others

Breakup by End-Use:

- Health Clubs/Gyms
- Home Consumers
- Hotels and Corporate Offices
- Hospitals, Medical Centers and Public Institutions
- Others

Geographical Front

- West and Central India
- North India
- South India
- East India

On a geographical level, the largest market is in West and Central India. This can be explained by the region's fast urbanization and rising per capita income.

Indian Sports and Fitness Goods Market Drivers

○ **Large customer base:**

The young generation (the age range 15-29 years represents more over a quarter of India's overall population), which is the ideal consumer base for sports and fitness items, makes up a substantial portion of the country's current population.

○ **Increasing use of social media:**

Popular social media platforms such as Facebook, Instagram, Twitter, and others have dedicated webpages to advertise products by elaborating on their specs and features, increasing consumer involvement. Customers' brand recognition, affinity, and loyalty are improved as a result of this.

○ **Easy engagement among sports enthusiast and common people:**

Many athletes utilize social media to engage with their followers and promote their brand affiliations, which helps promote numerous sports and fitness products. In addition, sports franchises in India are implementing a number of efforts to increase fan involvement, including creating a fan page on the official website, hosting a meet-up with team players, and hosting training camps and talent hunt programs.

○ **Rising public & private investment:**

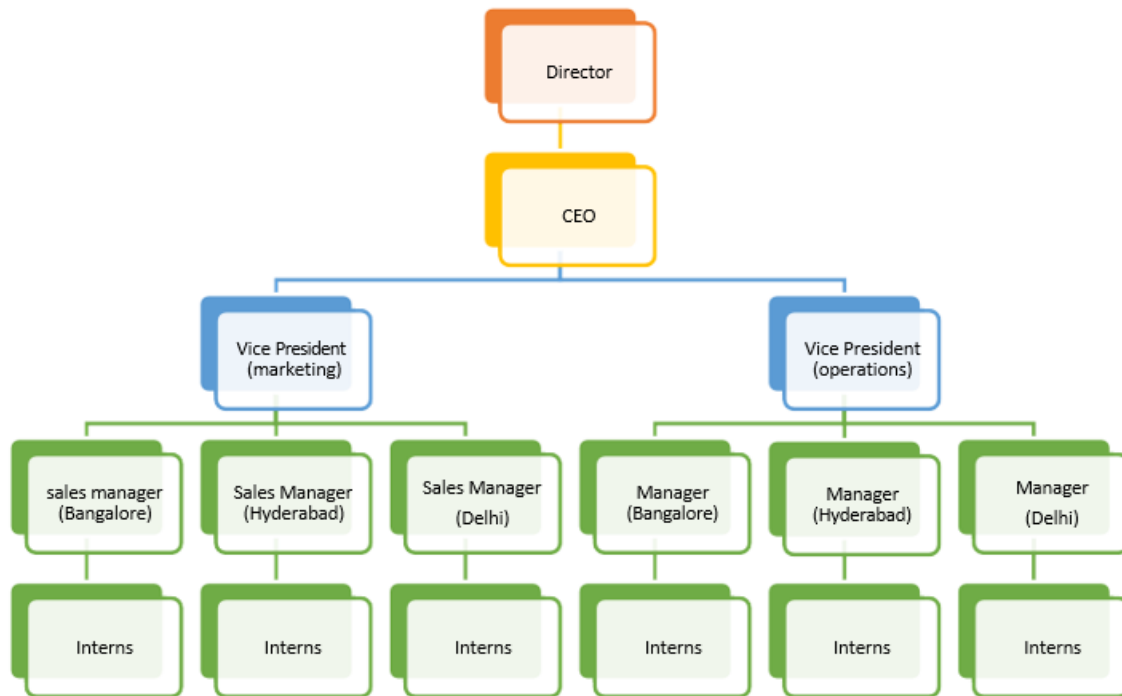
Many existing stadiums, parks, clubs, and health centers have been upgraded by the government, and many more are being built. Private infrastructure investment has expanded dramatically as well, with all major residential societies constructing clubs, gyms, and adequate space for outdoor sports. Gyms, swimming pools, stadiums, courts, and other facilities are being built as part of the infrastructure upgrading at schools, universities, and other institutions. With more people having access to such facilities, the need for sports and fitness equipment is also rising.

○ **Economic growth:**

India's economic development has resulted in a steady increase in disposable income. As a result, customers have begun to prioritize personal well-being over pre-requisites. As a result, demand for gyms, fitness centers, and other fitness-related activities has increased.

Consumers are also engaging in more strenuous exercise, which aids in weight control, immunity development, and increased stamina, so enhancing total body health. Obesity is a growing concern that is driving people to gyms and fitness centers.

Organization Structure



There are several distribution executives on the ground who are responsible for delivering on schedule. are also educated on how to communicate with the consumers when distributing the items.

Growth Story of the company

Sports365 was founded by two IIM Lucknow graduates, Chandra Sekhar Reddy and Aashutosh Chaudhari at the age of 31 and 32 years respectively in May 2012. With the help of their 8 years of corporate experience in the industry and the idea of satisfying the fitness and sports related needs of the individual as well as various institutions they incorporated the organization.

With the support of seed financing from their friends and colleagues, the founders raised initial capital of Rs 1 Crore. Once the initial money was collected, their next aim was to create a better and more effective team for their activities and also to set up the technologies and facilities necessary. In the first year of the business idea was to be more effective as well as the efficient as far as the usage of capital is concern.

When this aim was reached, they turned their attention on bringing companies on board with them, but the problem before them was that, back in 2013, their company was more focused on the market model of brick and mortar that was not appealing to other companies. To address this challenge, Sports365 has changed its emphasis and is attempting to target more and more organization for the area's bulk business-like colleges, corporate and sports clubs. After which having big and more labels on board was easier for them.

In the year 2015 they were able to get more than 35,000 products from more than 150 sports brands. Not only that they also started to sell through various e commerce website like Flipkart and Amazon. Of course, they were also selling these products on their online portal i.e www.sports365.com.

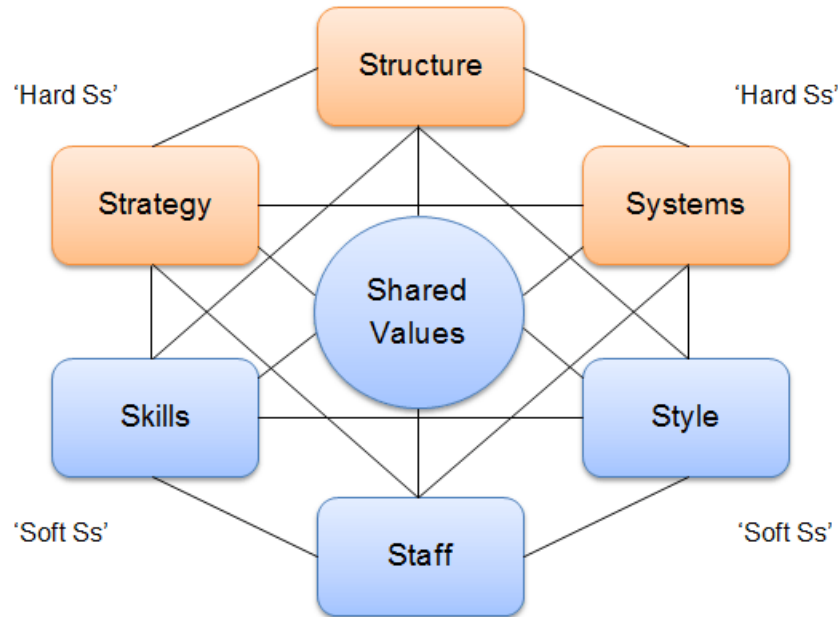
In its offline space, it offers solutions around sports goods, merchandise, clothing and infrastructure for companies, schools, sports clubs and training academies. The startup had 250 institutional clients that include premier schools, sports academies, ISL and I-League professional sports teams and multinational companies: Google, Facebook, Amazon, NTT, Accenture, Wells Fargo, among others in 2015.

Meanwhile, they raised Rs 7 million in new money from US-based IT companies. In the years ahead, they were able to build a strong leadership team for the company.

Value system: Sports365 works through 3 different portals such as tennis365, Running365 and Badminton365. The organization has links with the best brands in these sports, so the end customer only has top quality products.

The just-in-time approach to the sport365 company's business is that they don't rely heavily on stockpiling, but that they approach suppliers directly every time they receive an order from a customer.

Company's Strategic Framework



The main intention to start this venture was to serve the under-served and highly unsaturated sports and fitness industry market. Creator Aashutosh Chaudhari wanted to take advantage of his love for sports to become an entrepreneur, so he considered sports & fitness to be the perfect part. Until today, the company focuses on the idea of filling the gap in industry by serving the needs of individuals and institutions related to sports and fitness. And their plan and ambitions to support this sector are also clear. 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.

Shared Values:

Values to meet the Rs.1000 Crore sales goal in the years to come. The organization constantly refers to individuals and institutions as "First port of call for sports and fitness related needs." Any person affiliated with the company believes and works accordingly in the above-mentioned

argument. The values of sharing to make work easier. Employees, staff, supervisors and interns respect collaboration and have faith in each other. Those values are always shared and cultivated as new employees or interns join the company.

Strategy:

The strategy to build **hybrid business model**. To be called as an e-commerce and institutional engagement model category specialist. They connect to communities and aggregate user base at different academics, colleges / schools, corporate, fitness center etc. At the grass root stage, the association strives tirelessly to communicate with sports and fitness lovers and fosters the spirit through positive on-site engagement.

Their 2nd most important strategy is to build and keep the **Team's DNA**. For this organization, the competitive advantage is its team that includes highly qualified people, players and athletes. Whenever team works with clients, there is a demonstrated love for sports.

Structure:

The organization has a well-structured hierarchy, starting from the employees at the lower level to the Executive. Also, the information process is well established and the workers follow the instructions honestly. Management has been given some degree of autonomy in decision-making but is supposed to report any developments to their immediate superior. This procedure guarantees the maintenance of a safe system of contact and activities.

Systems:

Company firmly believes in supporting and satisfying customers. They have formal systems which require brands and good quality products or sports equipment. They have proper distribution systems in place to deliver on time to their products. Group maintains new market growth and Merger & Acquisitions programs.

Skills:

All the members and employees or interns are athletes along with top management skills. Company claims that a good sportsman is always inspired to work with sales and revenue. Sportsmanship demonstrates success. But, in fact the organization recruits' people who are fantastic at certain

games. Fitness freak and badminton player is co-founder. COO is an IIM-L alum who has served we top corporations including P&G, McKinsey. He is player in tennis. All other mangers and colleagues are either star cricket players or volley ball players or swimmers etc. These common skills help keep the team motivated and allow the success to be celebrated together.

Style:

The leadership style that is adopted by enterprise Increases motivation by feedback, games and raises among interns and team players. Employees are permitted to take decisions and take part in decision making processes. In company, the working environment is always motivating and on high. Working hours are flexible. Business has a cooperative form of management and a belief in sport as tradition.

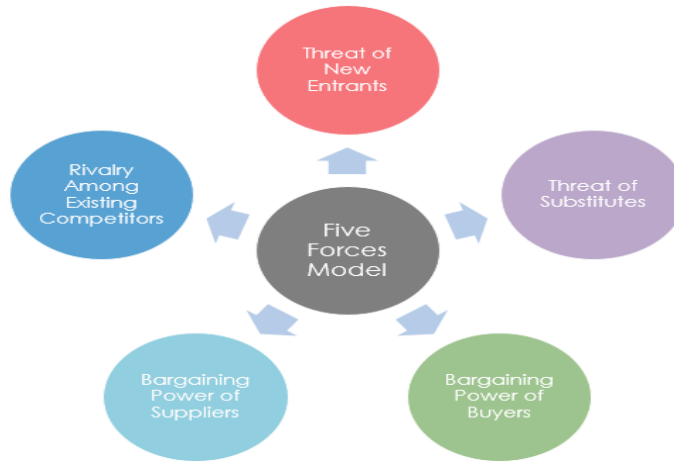
Staff:

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.

Porter’s Five Force Model



Forces	Impact	Explanation
Threat of new entrants	High	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.
Bargaining power of suppliers	Low	Company has 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 buyers	High	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.

Competitive rivalry	High	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 equipment. 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 substitutes	Low	Threat of substitute product is low in sports industry. As sports enthusiast are loyal to one brand's product.

What sets Sports365 apart

- Strategic focus and commitment towards school ecosystem
- Capability to service at scale
- Exclusive access to products
- 6+ years of experience with 98% retention rate & NPS score of >8
- Data backed operation with complete transparency
- Service model built for customer delight

Impact on Sports365 in COVID pandemic

Financial impact: It is firm-duty of the company to pay the employees even though the work force is not active as it should be. Rent for the warehouses is still an operational cost which is

quite unavoidable.

Sales impact: The sales of every year of the firm happens between March and June. Due to this lock down, goods are still stuck in the warehouse and counters are not made because of social distancing norms.

Organizational impact: Due to the gap of sales in the firm, there held a confusion in the flow of business, so the productivity and functional activities are distorted.

Strategies to overcome the pandemic situation

- Since the company has the direct sales (B2C) option, they can adopt this to make the sales of the schools and academies. They can get order through online and deliver it directly to the parents.
- The company has several inventory locations in Bangalore and Hyderabad, so they can rent the place for other vendors to distribute the products. This can create a side income to the company.
- Vendor payment can be postponed with formal communication. This might help to pay the employee salaries with no delay.
- Even though the pandemic time creates a blockage in the sales, company can adopt this time to gain new vendors and channel partner contacts to establish their business.

Other companies in the industry

In comparison to the E-commerce sector, which has been able to reach tier 4 and tier 5 cities as well as the rural market in India, the E-retailers sports equipment industry in India is very large and yet to be adequately penetrated.

Other start-ups such as khelmart.com, Sporting8.com, and others compete with Sports365. These are websites where practically all forms of sports equipment are offered, as opposed to other players in the market such as www.onlicecricgear.com, where only one sport's equipment is provided.

Major ecommerce companies such as Flipkart, Amazon, ShopClues, and a few more behemoths are not included because they deal with a variety of products, unlike sports365, which is solely focused on one.

- More brands on boards: When compared to other companies in the market, sports 365 has more brand affiliations than any other.
- Broader product offering: Sports365 now offers a broader range of products to customers as well as schools and other institutions with which it has ties, such as: Sports365 also provides the necessary technology equipment for practice sessions. Such equipment is not listed on the competitor's websites.
- Institutional client base: One of the most remarkable aspects of sports365 is that it generates revenue not just from individual customers but also from institutions such as schools and sports clubs.

Potential Problems

There are various problems that might occur in the near future due to various internal and external environmental factors. Below are a few problems along with the suggested solutions.

1. The company looks to establish a logistics service. We know a logistics service is highly labor-intensive. It will be important to ensure that the safety protocols are enforced following the COVID-19 pandemic that struck the country. The company can resolve this through the automation of different logistic levels. This can include the last mile delivery of drones as well as no touch delivery and encouraging online payments rather than cash.
2. As the organization begins to grow, new employees will be required to accommodate for the various verticals of the expanding sector. Ensuring that the right talent is recruited for such an occasion will be crucial. The solution is to outsource this task to a highly efficient recruiting agency rather than setting up a new recruiting team which could be capital- intensive and time-consuming.
3. The challenge from major e-commerce players like Amazon and Flipkart will continue to increase as they expand and more customers will move from retail shopping to online shopping. But this is also an opportunity to increase their own market share by increasing operating

efficiencies and maintaining a foothold in the market of an exclusive provider of sports equipment. This distinction would help expand the company.

4. There has been a consistent problem in the customer conversion domain. The company works on contract basis with several schools in the southern part of the nation and also with the brands. For example, the firm is an official partner of Nike shoes and it is also responsible for providing Nike shoes to all the schools with which it has partnered. But the biggest competitor here is, the parents of the student who are the real target market, they know the business is really concerned with Nike sneakers because it is the one that is responsible for delivering them to the students. Whereas the company does have sports uniforms, equipment, and other items for the store. Hence, it's a challenge area where the company wants to convert the already existing as well as potential customers to their total product domain and not just till the specified contract ones.

Part B: Project Work



Title of the project

Market Analysis in the context of Business Development and Marketing

Task Assigned

We worked on many projects at Sports365 during the course of the 2-month internship in a range of key functional areas, and the tasks assigned were grouped into two main categories to provide us a clear picture of our progress.

1. Construction businesses and school for Infrastructure
2. Hospitals and security agencies for Uniforms

All the data of leads was collected through google and their official web sites and cold calling, explaining regarding the work, providing details about the official website, sales records, and also analysis of the data for future growth.

Project Objectives

The objectives/expectations of the project include:

- To gain a better understanding of the changing market landscape, how unpredictable it can be, and how we can turn these changes into opportunities by utilizing changing business processes and global supply networks.
- To carry out a comprehensive study and market research, and to find online vendors related to our business.
- Study and analyze the market of digital marketing for the organization.
- Acquiring clients for the website by making and maintaining the database.
- Connecting with generated leads and making them aware of our business and our services.
- To improve customer service and to understand customer preferences.
- To identify the factors necessary to grow the business.
- To learn about the changing market scenario, how unpredictable can the market scenario be and with the help of changing business methods and global supply chains we can convert these changes into opportunities and use them in our favor.
- To create a one stop, shop for school going children in order to facilitate them in buying their day-to-day school needs whether it is book/stationery, uniforms, shoes, or anything else.

- Understanding the services/Business plans provided by Schools365.

Building the Database

Sports 365's uniform manufacturing services have been a major part of the company's business for years, especially in schools, where bulk purchases, exclusive contracts for entire schools, and multiple purchases per student make for a very profitable and easy -to-run operation. However, due to the constant lockdowns over the last year and a half, this wing of the company has come to an end.

As a result, Sports 365 has decided to temporarily focus on Health Care centers (Hospitals, Clinics, Labs) and Security service agencies, expanding their uniform production service horizon to these brand-new industries.

The following were the cities and towns which were included in the database building activity:

1. Thiruvananthapuram
2. Kozhikode
3. Kochi
4. Kollam
5. Thrissur
6. Kannur
7. Alappuzha
8. Kottayam
9. Palakkad
10. Manjeri
11. Thalassery
12. Thrippunithura
13. Ponnani
14. Bhopal
15. Indore
16. Delhi

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Following are some captures of said database

Four Stars Guarding Solutions	E-mail	Contact Information	Opening time	Closing time	Address	Sector
DATE: 03-05-2021						
Excel Security Agency		0484 257 6160, 09846616689	10:00 AM	6:00 PM	44/928,Niravath Building, Club Jn, Edappally PO, Edappally - Pukkattupady Rd, Edappally Toll, Ernakulam, Kerala 682024	Security Agency
Red Eagle Industrial Security Agencies		098461 91235	9:00 AM	5:00 PM	North Fort Gate, near Old Sreekala Theatre, Vadakkekotta, Kottakom, Thrippunithura, Kochi, Kerala 682301	Security Agency
Omkar Security Agency		NA	9:30	5:00 PM	Devasom Building, South of petrol pump, karungappally, Kerala 690518	Security Agency
Bright Security Services		0484 406 1245	9:00 AM	6:00 PM	Valiyaveetil Building, Edappally Toll, Nethaji Nagar, Edappally, Kochi, Kerala 682024	Security Agency

	E-mail	Contact Information	Opening time	Closing time	Address	Sector	Response
35	vssrsecurity@gmail.com	9387900001	open 24 hours	NA	SWATHI, Pooam Nagar-06, (Oppo Manicoppara n Kovil, Ashramam) Kottam	Security Agency	
36	timessecurityforce@gmail.com	098460 02500	open 24 hours	open 24 hours	Major Rd, Vyttila, Ernakulam, Kerala 682019	Security Agency	
37	NA	074003 83301	open 24 hours	open 24 hours	Cross Junction, Theruvalla, Kerala 689101	Security Agency	
38	NA	9745210100	open 24 hours	open 24 hours	Cooperation Market Shopping Complex, Kadapakkada, Kottam, Kerala 691008	Security Agency	
39	4ursecure@gmail.com	0471 298 2424	open 24 hours	5:00 PM	Kazhakkuttam, Thuvananthapuram, Kerala 695502	Security Agency	
40	ranjilavtar@yahoo.com	8281294827	open 24 hours	5:00 PM	Koprapura Jn, Monkuzhy, Bharanikkavil, Kayamkulam Pathanamthuram	Security Agency	

Call Response

I did some cold called in hospitals, where some of the hospital showed interest and asked about the company brochures and wants to meet but due to pandemic we were not able to meet them.

The leads were sanctified and meeting were then fixed with the company manager so whenever the lockdown gets over the company will proceed with meeting these leads.

Total call which I did are around 20+.

This is the sample of the cold call data sheet

Response of Hospitals cold call		
Hospital		Response
Aster Medcity		Asked to send details on mail
Cochin Hospital		Asked to send details on mail
Specialist Hospital		Asked to send details on mail
VPS Lakeshore		The number was not reachable
Lourdes Hospital		The number was not reachable
VG Saraf Memorial Hospital		Temporarily Unavailable
Krishna Hospital		They said they are not interested
Lakshmi Hospital		The number was not reachable
Kinder Multispecialty Hospita		They did not pick the call
Medical Trust Hospital		The number was not reachable
Sangeeth Hospital		They told me to call some another day
Gautham Hospital		They told me to call some another day
Amrita Hospital		The number was not reachable
Vijayalakshmi medical centre		Not reachable
Reni medicity		Not reachable
PMM Hospital		Asked to send details on mail
Sabine		Not reachable
Mar baselios medical mission hospital		Not reachable

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		Interested parties in uniforms					
Serial Number	Company Name	E-mail	Contact Information	Opening time	Closing time	Address	Remark
1	safeguard security	safegaurdservice13@gmail.com	079091 11166	0.375	0.7083333333	No 7/53(20), 2 nd floor S M complex, Tharekkad, Palakkad, Kerala 678001	send details on Whatsapp
2	Professional Security Force	NA	9447276433	0.375	0.7916666667	Medical College Rd, Kolenchery, Kerala 682311	send details on Whatsapp
3	Devotion Facility Services	NA	9747581488	0.375	0.7083333333	Room No. TMC-36-2554, 3rd floor, Jomsons Tower, Chettyyangadi Junction, Post Office Rd, Thrissur, Kerala 680001	send details on Whatsapp
4	Miraz Securitas		077018 01159			Address: 42, Community Center, 3rd floor, Naraina Industrial Area Phase 1, New Delhi, Delhi 110028	send brochure on mail - mirazsecurities@gmail.com
5	PMM Hospital	pmmhospital1991@gmail.com	7510933018	open 24 hours		Kalady - Aluva Rd, Chengal, Kalady, Kerala 683574	Asked to send details on mail
6	SK Hospital	Email : skhospitals@yahoo.co.in Email : skhospitals@gmail.com	0471 235 6260	open 24 hours		Address: Thiruvananthapuram - Neyyar Dam Rd, Edapazhanji, Thiruvananthapuram, Kerala 695006	Asked to send details on mail
7	Nirmala Hospital		0471 244 5320	open 24 hours		Address: Medical College Junction, Chalakkuzhy Rd, Chalakkuzhi, Thiruvananthapuram, Kerala 695004	Asked to send details on mail
8	raforce security		095620 10100	open 24 hours		Ramankulangara, kollam, Kerala, 691022	send details on Whatsapp
9	zigma security		098953 32780	0.8958333333	0.7291666667	First Floor, MRA-151, Elanjikkal Building, near Union bank , Ollimugal, Kakkanad, Kochi, Kerala 682030	send details on Whatsapp

Tasks Accomplished

The following are the major tasks allotted to me by the company:

- To find prospective list of Organizations across India for the new service where the company provides uniform for Hospital staffs, Security agencies etc.
- Gathering client data from a variety of web sources and compiling it in Excel.
- Recognizing the customer's needs and requirements.
- Creating new business leads for the firm.
- Maintaining strong communication with the company's potential clients.
- Researching and assessing the potential target market.
- Converting leads into customers.
- Cold calling and online marketing to raise awareness of our company and products for numerous potential leads found on their website.
- Keeping track of produced leads on a daily basis and approaching them calls and emails.

- To learn about the changing market scenario, how unpredictable can the market scenario be and with the help of changing business methods and global supply chains we can convert these changes into opportunities and use them in our favor.
- To create a one stop, shop for school going children in order to facilitate them in buying their day-to-day school needs whether it is book/stationery, uniforms, shoes, or anything else.
- Understanding the services/Business plans provided by Schools365.

Methodology:

- Secondary data was gathered from the vendor's Google listings of potential business clients from around India. Secondary data is also gathered from vendor data on other online platforms, such as schoolkart.com and eschoolbuddy.com, because we know they are interested in the online platform and could be a future business partner. The majority of these vendors are from Tier 1 and Tier 2 cities.
- After creating a pipeline of these vendors' databases, cold calls are made to them, and they are briefed on the Schools365 concept and asked whether they are interested in online onboarding. After that, the prospective vendors are reviewed against the company's policies and needs, and if qualified, they are regarded for further consideration. The eligible vendors' data is recorded in a new sheet, and they are considered second-level clients.
- Customers are approached for a second-level chat after this database building and first-level calling exercise, when all of the online onboarding details are provided in detail. At this level, a single call takes at least 20 minutes, and after the client's status is documented, our manager will engage in further discussion if necessary.

Solution designed for customer delight

COMPREHENSIVE END TO END SOLUTION

- Design → Production → Distribution → Customer Service
- Exclusive products
- Technology backed operations with transparent data sharing

BEST IN CLASS BUYING EXPERIENCE

- Omni-channel Service – Online, School Kiosks & Retail Stores
- Flexible delivery and payment options for customer

UNPARALLED CUSTOMER SERVICE

- No questions asked warranty – 12 months for Shoes, 6 months for apparel
- Dedicated customer support with resolution SLA of 48-72 hours
- Customer friendly policies for refund, return, exchange and cancellation

REINVESTMENT INTO SCHOOL

- Upto 3% of Sales Value or min Rs 6 Lakhs of committed investment to School
- Supporting budding athletes, equipment/merchandise support and sponsorship of school events

ONE STOP ONLINE STORE

- One stop online portal for school – shoes, socks, uniforms, merchandise
- Free tech integration for other vendors like books, stationery
- API based connect with school website for seamless customer experience

Part C: Learning



Key Learnings

- ***Industry Potential:***

My in-depth understanding of sports 365 has helped me appreciate the importance and consumer value of sports and fitness items in India. There was macroscopic knowledge that I gained throughout the orientation portion of the project and microscopic insights that I gained after working. In addition to sports and fitness products, I learned about the e-commerce sector in India, its client base and opportunities, the importance of connecting businesses with schools, and the need of understanding seasonal workers in this market.

- ***Different Perspectives on E-commerce Venture:***

The organization's major goal right now, is to grow and bring in new suppliers online. As a result, this project provides first-hand knowledge of what information is required from a vendor's standpoint if you wish to go online. Even from an operational standpoint, this provides first-hand knowledge of the methodology for getting vendors up. As a result, I understand both the big picture and the finer points of how ecommerce works.

- ***Gap Analysis:***

This ecommerce platform, as well as talking to vendors about online boarding, has given me a lot of insight into the gap that exists in our service and what they want. This allowed us to examine the platform from both the vendor and the organization's perspectives.

- ***Communication skills***

Through several group meetings and cold callings, I have learnt good listening and communicating skills both in text form as well as in verbal communication.

- ***Factors Affecting Sales***

Various factors affect the sales of the products e.g., website, clarity in the brochure, communication channels, the content of the messages sent, and also the online buying journey of the products. The text messages, emails, etc. sent should be eye-catching, crisp and must explain the products and its benefits in detail so that the customer is attracted to it.

- ***Influence of Social Media:***

In today's era, everyone is very active on social media site and hence that platform must be utilized to the best for online marketing of the products through posting images, videos, etc. the video messages are the most engaging and can have an impact on the viewers as well hence the company must post videos regularly to attract customers



Challenges

- Some sellers have multiple landlines or mobile contacts for shops, and because there was a lockdown, we couldn't call them by the same number listed on Google, so we had to obtain another number from a website like justdial or Indiamart, which doesn't guarantee that we'd get it.
- Many suppliers have little understanding of the online platform and how it operates, so it was critical that we clarify everything and make sure there were no misunderstandings on our end.
- Some vendors are skeptical of technology, making persuading them of the future situation challenging.

- Why Because some of the possible vendors were now in hotspot regions, they were not interested in speaking with them or being urged to contact after lockdown. When the situation with COVID appears to be improving, these vendors will be contacted.
- We were not authorized to tell merchants about ads or other things as interns, so when they inquired, we had to indicate that our manager will talk to them later, which did not sound wrong to some businesses.
- The data of vendors which we collected from other online websites was raw and was scattered, for example many categories have same vendor and vice versa, arranging that data took a lot of time. After arranging that data, the problem of multiple calls to the same vendor was solved.
- For uniform section of sports365, we were made to call several hospitals for uniform orders for their nurses and other staff, but due to COVID, uniform was hospital's least concern so it was very tough to talk to them.
- Additionally, as they transition from one e-commerce platform to another, merchants that already interact with other platforms require greater value. For this vendor segment, some more value is required. Sports 365 provided additional services to these vendors that solved the problem and added value to them.
- Conduct thorough market research to develop a viable plan for vendors across India, as profit margins vary by location.
- Organizing initiatives to raise awareness of Schools365 so that vendors are aware of it.
- Choosing vendors who cater to private schools would have yielded better results due to their higher profit margins.

Suggestions

I would consider myself a viable candidate to point out some characteristics of the organization that would assist the company develop immensely after working for the organization for roughly 2 months; they are:

1. In today's world, digital marketing is equally as crucial as traditional marketing, if not more so; Sports 365 should address their absence of a powerful social media presence right now.

2. Sports 365 also has to improve its SEO solutions, since it has a low exposure in search engine results while being a one-of-a-kind successful firm.

CONCLUSION

This entire project until now, not only gave me a better understanding of how the business world works, but it also gave me the business ethics I needed to run sales and marketing in this dynamic era with certain managerial skills like time management, leadership management, deadline management, communication, and so on. The job I did during this internship not only offered me a greater awareness of how things work in a corporate context, but it also gave me a deeper understanding of how to handle obligations in a working environment, which will help me in the future. As the last 10 days remain for the internship, I am looking forward to make the most out of it in terms of learning, making connections with teammates, building relationship and much more.

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