



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

SUMMER INTERNSHIP REPORT 2022

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BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

SUMMER INTERNSHIP REPORT 2022

A

STUDY ON

**MARKETING STRATEGY ADOPTED BY BYJU'S THINK AND LEARN
PVT. LTD**

BY

AVINASH SATPATHY

UNDER THE GUIDENCE OF PROF.NEHA

GUPTA

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PREFACE

The courses of MBA require one to under a summer internship with the end of the 2nd semester, so as to get a practical knowledge and understanding the aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course of our study. The purpose of my research project was “Marketing strategy adopted by BYJU’S.”. It was a continuous learning experience as I got to know the performance appraisal process, how they are conducted and beneficial.



INTERNAL GUIDE CERTIFICATE

This is to certify that the report entitled “**Marketing strategy adopted by byju’s think and learn pvt. ltd**”. It has been prepared by Mr. AVINASH SATPATHY under my supervision and guidance Mrs. Neha Gupta, Prof. in marketing, BIITM for the fulfillment of virtual summer internship program of Master in Business Administration. His fieldwork is satisfactory.

Bhubaneswar

(Signature guide)

Mrs. Neha Gupta

Asst.Prof.in marketing, BIITM



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PRINCIPAL

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES, BHUBNESHWAR**

CERTIFICATE

This is to certify that project report titled “**Marketing strategy adopted by BYJU’S**” is a Bonafede work of Mr. Avinash Satpathy under the guidance and supervision of Prof. Neha Gupta, BIITM, Bhubaneshwar carried out in partial fulfilment for the award of degree of MBA 2020-2022. This project work is original and not submitted earlier for the MBA of any degree/ Diploma or associate of any other university/Institution.

Prof. Dr. Pratap Kumar Tripathy

(Principle, BIITM)

Place- Bhubaneshwar

Date: -

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EXTERNAL GUIDE

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES, BHUBNESHWAR**

CERTIFICATE

This is to certify that project report titled” **Marketing strategy adopted by BYJU’S**”_is a Bonafede work of Mr. Avinash Satpathy under the guidance and supervision during the session of 2020-2022 and carried out in partial fulfilment for the award of degree of Master Business Administration.

MR. Devi prasad
(Senior Executive)

Place- Bhubaneswar

Date: -

DECLARATION

I do hereby declare that project work titled, “**Study on marketing strategy adopted by byju’s think and learn pvt. ltd**” submitted to Biju Patnaik Institute management & Information Studies, affiliated to Biju Patnaik University (BPUT), is a record of research work done by me under the guidance of Mrs. Neha Gupta, Assistance Professor, BIITM, in partial fulfillment of requirement for the award of Master in Business Administration.

Date:

Avinash Satpathy

Place: Bhubaneswar

Regd.No:2006258065



ACKNOWLEDGMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this SIP project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. We are sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to Mrs. Neha Gupta, Professor of Marketing Department for his support and guidance at BIITM.

Executive Summary:

Think & Learn Pvt. Ltd was created in 2005 by Mr. BYJU RAVEENDRAN, a Mechanical Engineering graduate who has scored 100 percentile twice in CAT. From 250 students in 2005 to 20000 students in 2013, its phenomenal growth lies not in any coincidence but in penchant and pursuit of setting standards of excellence and perfection in the quest for success in aptitude exams like CAT, CSAT, GS, SAT, IIT-JEE, SAT, GRE and Campus Recruitment Tests. We are pioneers for conducting online live classes through satellite enabling a reach to any number of students at a time, even in remote areas. This use of technology is helping the company to grow exponentially without compromising on quality which is its USP. It is successfully running its training programs in 232 locations including some top engineering colleges like NIT-K, NIT-W, NIT-SURATHKAL, NIT-TRICHY, NIT-Calicut, MITMANIPAL, BIT- MESRA and SRM-Chennai. Think and Learn has become one of the most recognized brands in education. Based on founder BYJU

RAVEENDRAN'S ground breaking vision, our innovative and inspirational instruction combines the use of technology and brilliant teaching techniques. With the help of technology, we ensure that all our students get the highest quality of education from our highly qualified core team BYJU Sir's phenomenal success story can be attributed to his perseverance to pursue his passion to teach. The project is based on the product development through content, research and operations With regard to the Think Tab, which is the primary product of Think and Learn Pvt. Ltd.? In the content domain, they have to learn and apply their knowledge to make the best set of scripts and questions to make the product a success. In operations, they have to ensure the seamless working of all the centres, maintain accounts for the same and innovate in order to fulfil the motto of the company "Providing best education to everyone in a simpler way" THINK AND LEARN PVT LTD has now gone in collaboration with Samsung, wherein the Think tabs will be the new face of education. Samsung provides the tablet and hence the platform and they provide the educational content and the complete designing of the material in the tablet vis-à-vis the needs of the customer. Through this deal with Samsung, it is their endeavour to teach concepts like they have never been taught before. Thus, as a member of the content team at Think and Learn, it is my responsibility to make sure that the content part of the tablet has no issues and that the concepts that the teacher orally explains are backed up by visual animations and caricatures wherever required, so that the learning becomes a pleasure and studies becomes fun. The primary purpose of these Think Tabs are to ensure preparation for higher education entrance exams like the GRE, GMAT, UPSC and K-CET I have been developing content for the K-12 segment In general with the scripting, the adaptive learning program and other products like NTSE and BANK PO Exams I have been developing content for the K-12 segment in general with the scripting the adaptive learning program and other product and like NTSE and BANK PO Exam.

OBJECTIVES OF THE STUDY a) To study the marketing strategy of the company b) To study the marketing evolution in BYJU'S the Ed-Tech Company Great Business Marketing Strategies for Ed-Tech As a company that focuses on technology for education, you understand that there are no grade levels where a teacher goes in without a plan. Marketing is no different. In today's world, the number of marketing tactics is countless and not all these tactics will work for your business, especially in education technology.

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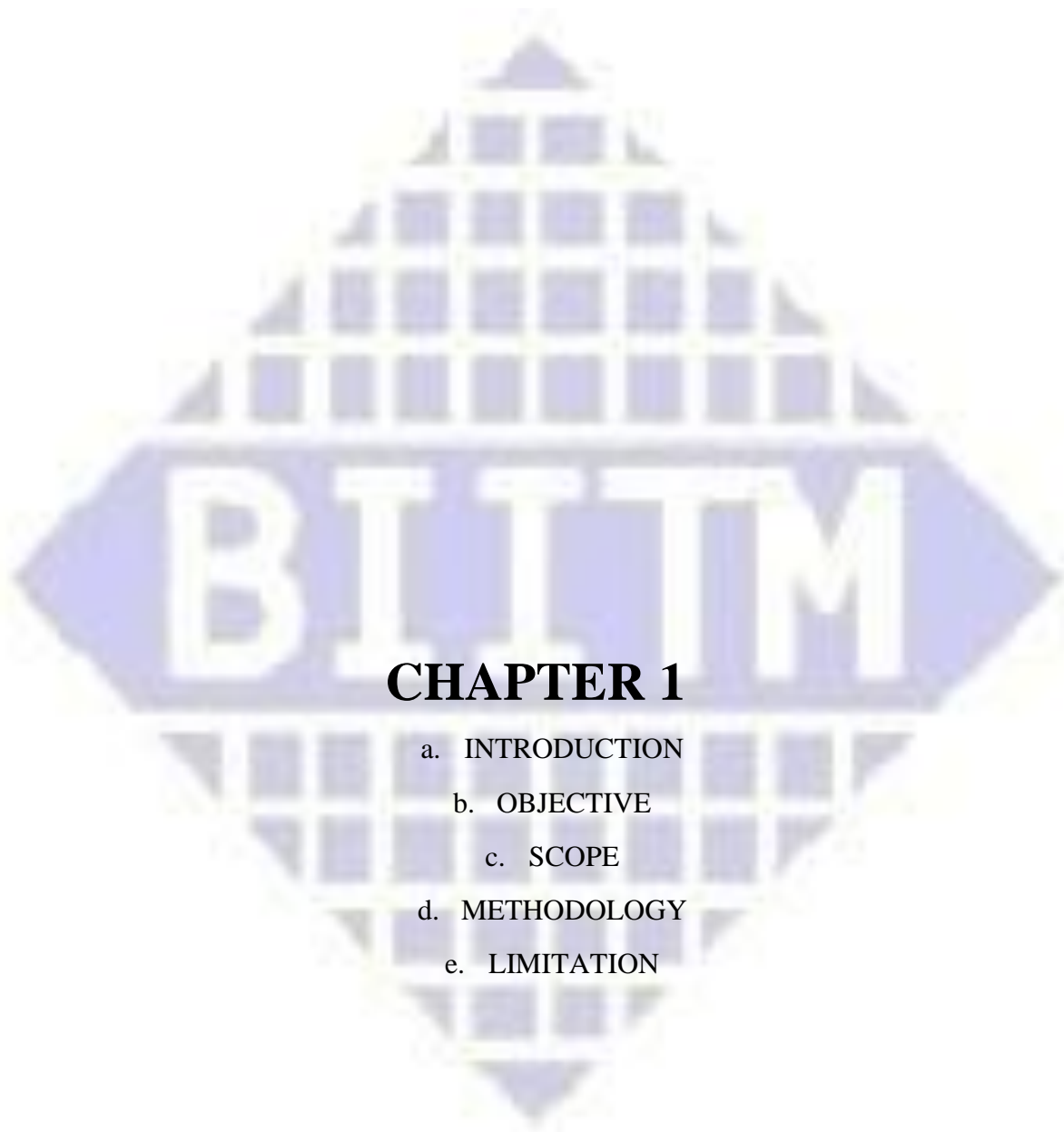
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CHAPTER 1

- a. INTRODUCTION
- b. OBJECTIVE
- c. SCOPE
- d. METHODOLOGY
- e. LIMITATION

INTRODUCTION TO INTERNSHIP

Internship is fixed period of practical exposure in working for organisation with or without payment for the work done there.

According to MBA part of the syllabus at the student's internship, both the external and the internal of the guide in the course of an ant is done in 45 Days. By doing it in the best probable way, so that in practice the academic concepts required to increase the training. It is for field work culture of an association that provides authorization to. "Flipkart" internship at the firm's goods and services for analysing and thoughtful the customer's necessities focused. To study the marketing strategy of **BYJU'S**.

INTRODUCTION OF THE TOPIC

Based on founder BYJU RAVEENDRAN'S ground breaking vision, our innovative and inspirational instruction combines the use of technology and brilliant teaching techniques. With the help of technology, we ensure that all our students get the highest quality of education from our highly qualified core team BYJU Sir's phenomenal success story can be attributed. To his perseverance to pursue his passion to teach. At the young age of 26, he trod the path less travelled by giving up a prestigious seat at the IIM's and a lucrative corporate career to change the way people "Think and Learn". BYJU'S – The Learning App is the common brand name for Think and Learn Private Ltd., a Bangalore-based educational technology (Ed-tech) and online tutoring firm founded in 2011 by BYJU RAVEENDRAN at Bangalore (India). In March 2019, it was the world's most valued Ed-tech company at \$5.4 billion. SHAH RUKH KHAN is the brand ambassador for BYJU'S. In July 2019, BYJU'S acquired Indian cricket team's jersey rights. Learning is pivotal for a student's success in academics and life. The Digital Age is deeply shaping the way students learn and will also determine their future prospects. At BYJU'S, we encourage students to embrace this fast, changing world and making them ready for tomorrow by being their constant learning partner. Personalised Learning Journeys Personalised Learning is the foundation of our unique programs for knowledge graphs, the program adapts and creates personalised learning Using journeys for students. It provides a comprehensive coverage of over 1 lakh concepts with animated videos and questions, fun quizzes and flashcards. Based on the student's progress, personal learning profiles are created which help analyse strengths and areas of improvement. Each concept gets tagged at different levels of difficulty to create a smooth learning curve which keeps students motivated through any new learning challenge.



OBJECTIVE OF THE STUDY

a) To study the marketing strategy of the company
 b) To study the marketing is beneficial for BYJU'S the Ed-Tech Company
NATURE OF THE ORGANIZATION AND ITS BUSINESS
 BYJU'S believes in putting our clients and our people at the centre of what's next It Believes in:

- Deep local and global knowledge creates significant value for our client
 Relentless curiosity delivers unseen opportunities

•Every touch point is an opportunity to deliver an exceptional experience for clients

•Diverse backgrounds, cultures, and expertise inspire breakthrough innovation

•Our brand and our people will be the envy of the industry, Alone we are good; together

Company's Vision & Mission

(a) Company's Vision Revolutionise the education system, something which struck a chord with students, parents, and even investors.

(b) Company's Mission At BYJU'S, their mission is to help children fall in love with learning. Their learning products have enabled millions of students across the globe to take the initiative to learn on their own.

SCOPE OF THE STUDY

The study includes to know how an worlds most valuable Edtech company BYJU'S implement its marketing strategy .

RESEARCH METHODOLOGY

Doing something in an orderly process is not but called method. A methodology is, therefore, basically a system or rules, principles and procedures which direct researcher to go for scientific investigation, while understanding the project work. I have been able collect the require information from both the primary sources and secondary sources. This primary sources of collection of data were through structured questionnaire by simple random sampling from the employees of BYJU'S. The secondary sources of collecting the data were the various booklets, Boucher, annuals reports, newsletter etc. of BYJU'S.

a systematic approach to the whole study is very much essential to make the study scope of study; study of methodology, plan of the study provides us the directions so that we can reach our destination.

The 1st chapter which is an introductory one includes objectives of study, s cope of study, study methodology, plan of study and limitation of study.

The 2nd chapter deals with history and background of the organization under study. It is better idea about the Whole organization, its manpower, production, organizational structure etc.

The 3rd chapter discusses the competitor analysis of the BYJU'S,

The 4th chapter deals with company analysis.

The 5 the chapter is the most vital one in which research analysis interprets the data collect about the BYJU'S.

The 6th chapter is the researcher's own precipitins about the system and deals with conclusion and suggestion to make the system more objectives.

LIMITATIONS OF THE STUDY

I have experienced certain difficulties while conducting the study. These limitations of the study are as follows.

1. The employees are hesitating to give information about the company because of because of heavy work pressure.

The busy schedule of the executive was also an obstacle in the collection of the required information in time.

- 2.The respondents are not fully disclosing their feelings because of their fear of exposed to the authority or through the researcher to be an outsider.

3.The entire study was conducted single handed by the researcher in a stipulated time period. It was not possible to cover a large sample from each department within such a limited time period.



CHAPTER-2

- a. Company profile
- b. Industry analysis

PROFILE OF THE COMPANY

The Origin of BYJU

Hailing from Azhikode Kerala, **Byju Raveendran** had originally been an engineer in a UK based shipping company. Upon attaining a 100 percentile twice in his IIM's, the man realized the depth of his intellect and started tutoring students for their Maths exams. This was just the beginning of a long fruitful journey ahead which would play a crucial step in revolutionizing the education industry. From starting out, 15 years back, by setting up free maths workshops to train students to crack their college entrances to founding the world's most prominent and favored Ed-Tech company, Byju Raveendran, has indeed come a long way.

And thus began Byju's, the rapidly-expanding Indian ETEch company which has set up a profitable business by seeking advantage of the zest of Indians for high-quality education.

Founded in 2011 as **Think and Learn Pvt Ltd** with the plan to facilitate online lessons to students, in 2015 the company launched an app, "**BYJU's The Learning App**" which has over [4.7 million paid subscribers](#) i.e, students who pay \$170 a year for accessing maths and science tutorials as well as game-based practice tests, to assist them in mastering the academic curriculum for years 1 to 12 and also competitive exams like JEE, NEET, CAT, and IAS.

Think & Learn Pvt. Ltd was created in 2005 by Mr. BYJU RAVEENDRAN, a Mechanical Engineering graduate who has scored 100 percentile twice in CAT. From 250 students in 2005 to 20000 students in 2013, its phenomenal growth lies not in any coincidence but in penchant and pursuit of setting standards of excellence and perfection in the quest for success in aptitude exams like CAT, CSAT, GS, SAT, IIT-JEE, SAT, GRE and Campus Recruitment Tests. We are pioneers for conducting online live classes through satellite enabling a reach to any number of students at a time, even in remote areas. This use of technology is helping the company to grow exponentially without compromising on quality which is its USP. It is successfully running its training programs in 232 locations including some top engineering colleges like NIT-K, NIT-W, NIT-SURATHKAL, NIT-TRICHY, NIT-Calicut, MITMANIPAL, BIT- MESRA and SRM-Chennai. Think and Learn has become one of the most recognized brands in education. Based on founder BYJU RAVEENDRAN'S ground breaking vision, our innovative and inspirational instruction combines the use of technology and brilliant teaching techniques. With the help of technology, we ensure that all our students get the highest quality of education from our highly qualified core team BYJU Sir's phenomenal success story can be attributed to his perseverance to pursue his passion to teach. At the young age of 26, he trod the path less travelled by giving up a prestigious seat at the IIM's and a lucrative corporate career to change the way people "Think and Learn". BYJU'S – The Learning App is the common brand name for Think and Learn Private Ltd., a Bangalore-based educational technology (Ed-tech) and online tutoring firm founded in 2011 by BYJU RAVEENDRAN at Bangalore (India). In March 2019, it was the world's most valued Ed-tech company at \$5.4 billion SHAH RUKH KHAN is the brand ambassador for BYJU'S. In July 2019, BYJU'S acquired Indian cricket team's jersey rights. Learning is pivotal for a student's success in academics and life. The Digital Age is deeply shaping the way students learn and will also determine their future prospects. At BYJU'S, we encourage students to embrace this fast, changing world and making them ready for tomorrow by being their constant learning partner. We craft learning journeys for every student that addresses their unique needs. We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners. Their Three Pillars Personalised Learning Journeys Personalised Learning is the foundation of our unique programs for knowledge graphs, the program adapts and creates personalised learning Using journeys for students. It provides a comprehensive coverage of over 11 lakh concepts with animated videos and questions, fun quizzes and flashcards. Based on the student's progress, personal learning profiles are created which help analyse strengths and areas of improvement. Each concept gets tagged at different levels of difficulty to create a smooth learning curve which keeps students motivated through

any new learning challenge. Whenever errors are made, motivating remedial methods are generated to strengthen and improve the student's learning experience.

Technology Enabled Learning At BYJU'S, we leverage technology to merge best practices like use of videos, engaging content and quizzes with the best teachers so that every child across the globe has access to the best learning experiences. Key features of the learning program:

- Interactive and engaging learning modules

- Visually rich content to enable conceptual clarity and lifelong term retention

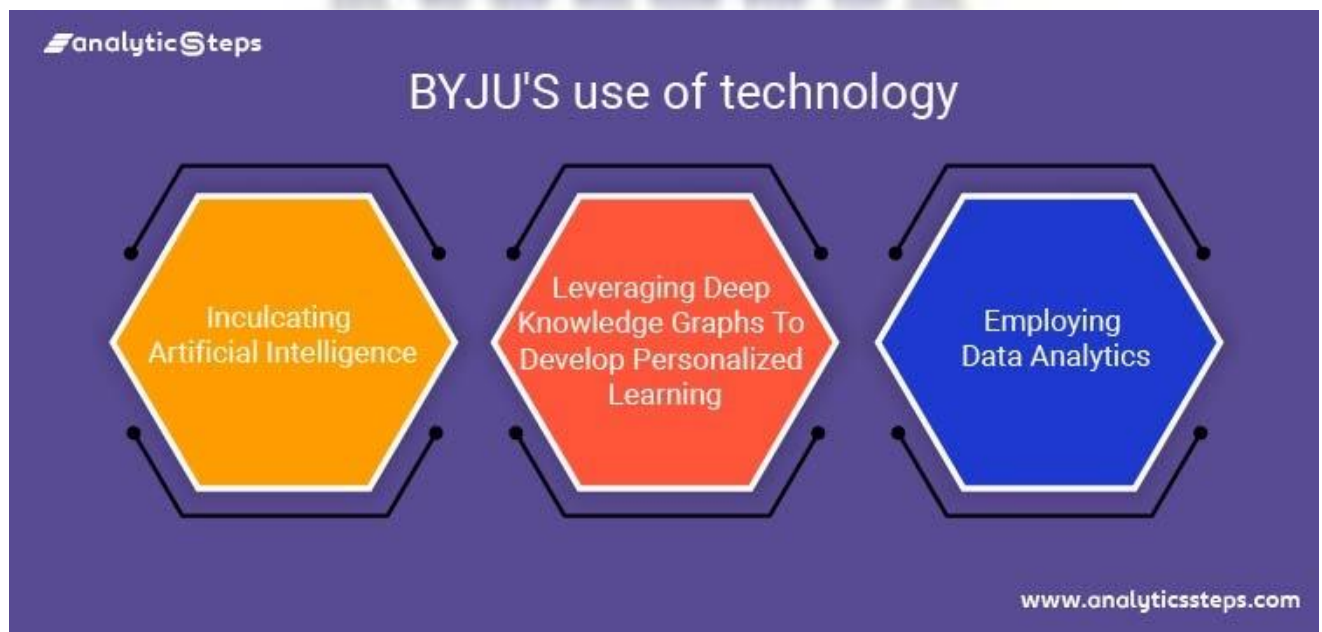
- Personalized learning programs designed for every student, enabled by the power of data science Best Teachers & Engaging Content The BYJU'S Learning Programs provide students a holistic learning experience. Students across regions can access the best teachers and see concepts come to life. Every detail of a student's journey is planned and executed at the deepest level with subject matter experts, teachers and tools like videos, interactive animations, quizzes and assessments. The app integrates these well crafted lessons from our teachers and assessments along with analysis

and Recommendations, personalized to suit each student's learning style. This holistic approach has seen a student engagement of over 64 minutes a day, being spent by a student on the app, making it one of the most loved apps for students across age groups. We at BYJU'S work towards offering students the best learning experience. We have courses for students across ages and grades: Math, Physics, Chemistry and Biology for CBSE and ISC (Classes 4-12) Competitive Exams- JEE, NEET, IAS, CAT, GMAT preparation Courses.

How BYJU'S is using technology to change the education industry.

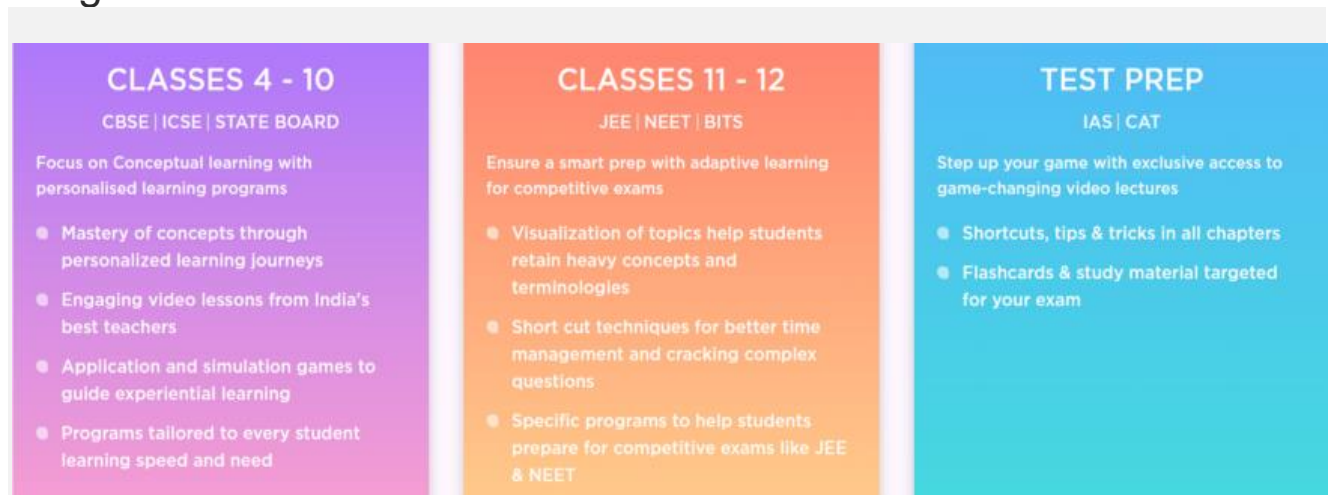
As technology advances, we see education progressing towards a better phase. With an increasing number of students now possessing smartphones and laptops, education has become more affordable and accessible for the learners, allowing them to gain knowledge at their own pace and capability. In one of our previous blogs on [applications of Artificial Intelligence in Education Sector](#), we discussed how learning is gradually shifting towards the digital platform.

Online education has started overtaking the conventional classroom approach. When we think of Online education, particularly in the Indian context, there's a handful of platforms that cross our mind from [Udemy](#), [Unacademy](#) to [Vedantu](#), and of course the platform leading the Indian EdTech sector. That's right, I'm talking about [BYJU's](#)!



BUSINESS ANALYSIS

Target Audience



BYJU's has chosen the students as its target audience. Whether it is a student of grade one or a student who is trying to clear entrance examinations such as IAS, CAT, BYJU's has it all. BYJU's has chosen its target audience very wisely as it covers every exam which is crucial and trending these days such as the JEE, NEET or BITS.

How it works

Initially, the student has to provide all the personal details. Then a free trial period of 15 days is given to the users in order to try the services. After the trial period, if the payment is done, the students get access to more advanced levels of learning.

Stage 1 : Students are asked to attend the classes they have enrolled in using the app

Stage 2 : Then they are asked to take up multiple tests with a personalised feedback.

Stage 3 : Classroom sessions are conducted by IIT/IIM graduates at the centre near them. Currently, this service is being provided in Gurgaon, Pitampura, Janakpuri, Noida, Rohini, etc.

Stage 4 : One-to-one mentoring & doubt clearing by experts is done.

Stage 5 : Access to in-depth analysis and a real time feedback is given to the parents using the parent app.

Stage 6 : After the completion of the above stages, a complete revision of the whole content is done again in-order to gain better understanding.

We've created students who are addicted to learning, and therein lies the secret to our success.

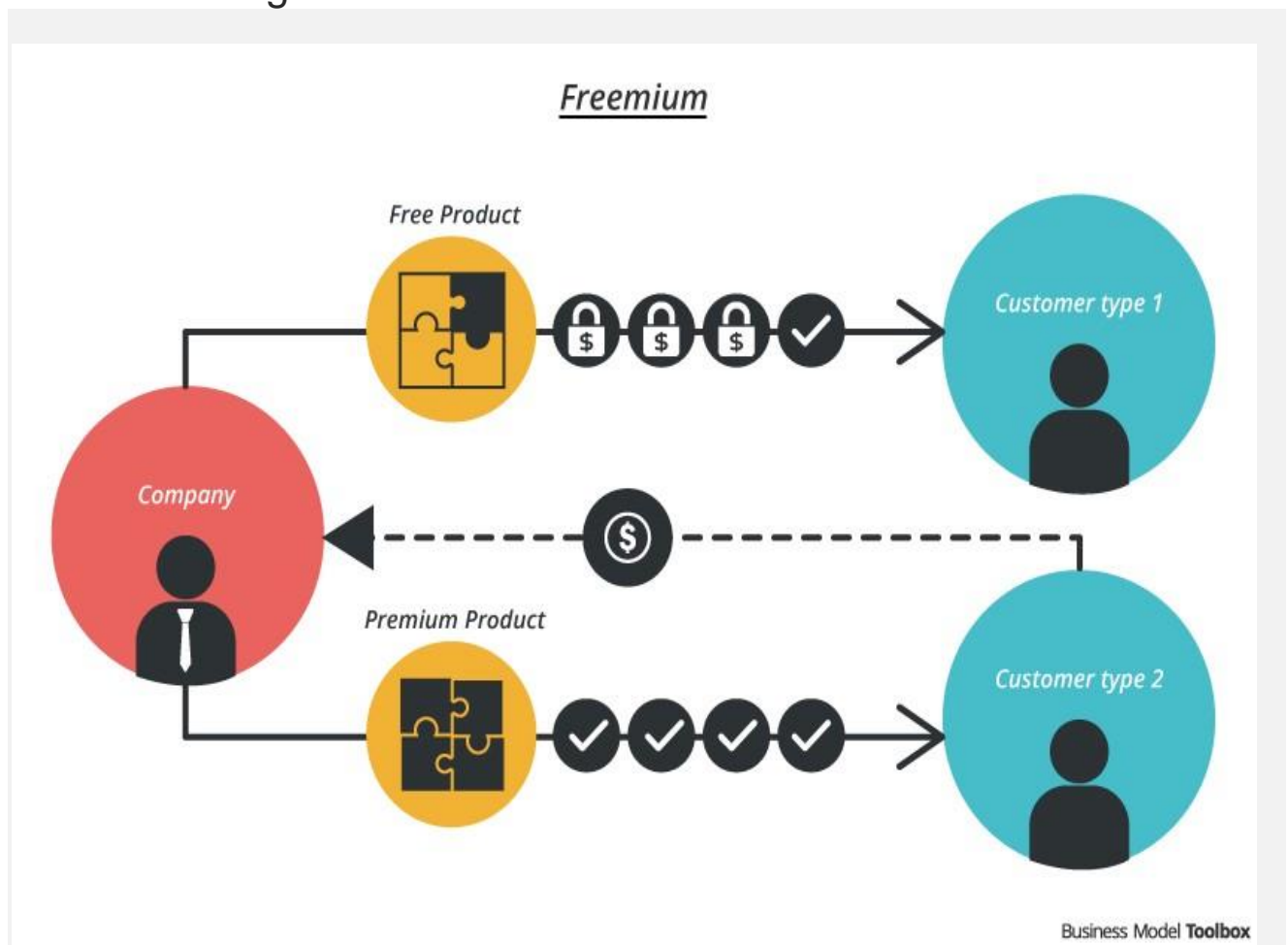
Challenges

In the free trial period which is given to the student, only limited courses are free and available for access. The challenge arises when the trial period if the student is over. An amount of INR 10000 is required in order to subscribe to the premium content i.e the cost of accessing the complete learning program with videos and adaptive learning modules of a particular class. It has an 89 percent subscription renewal rate.

In order to gain something, it's important to gain people's trust. In return, people who demand quality education to be cost-free, need to understand that everything comes with a price and nothing is free.

Another challenge Byju faces is in finding a partner who will help him with the international distribution of this model. He is not just looking at partners from a financial perspective, but those with access to good technology for distribution.

Understanding its business model



The business model of BYJU's is a freemium business model where the communication is done from business-to-consumer (B2C).

Future Plans

BYJU's has just captured the Indian market with his impressive teaching and marketing techniques on education. It now has greater goals, greater challenges, and greater team support. It is looking to expand its market to the US, UK, South Africa and other African and Commonwealth markets. It is already present in the Middle East.

Key Partners

Key partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. Several companies such as Tencent, Chan-Zuckerberg initiative, LightSpeed Venture Partner were impressed by BYJU's and have become key partners in it by investing huge amount of money in it.

Key Activities

Key activities consist of the activities that lead the company towards their goal with ease. The key activities of BYJU's include platform development, data center operations management, IT infrastructure operations and managing the learning community.

Key Resources

Key Resources act as a building block describing the most important assets needed to make a business model work. The technology

infrastructure, interactive graphics technology, lecturers, servers, IT infrastructure are some of the key resources of BYJUs.

Value Propositions

Value Propositions are the services or features or their innovations that make their product look attractive to the customers. Access to good quality education, bringing quality teachers to every student, video delivery model, engaging content and retention are some value propositions of BYJUs.

Customer Relationships

Customer Relationships describe the ways that a company will engage with its customers to improve the customer experience. BYJUs establishes customer relationships through a mobile app, online virtual classes, direct meetings, and calls.

Customer Segments

The customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways. The customer segments include students, parents, teachers and other competitive exams.

Channels

Channels are through which the company provides its service to the customers. BYJUs channels its content from YouTube, Facebook page, web, and mobile app.

Cost Structure

Cost structure refers to the types and relative proportions of fixed and variable costs that a business incurs. BYJU incurs the cost of web development, maintenance, data center, business development and operations, marketing and sales, general and administrative and media development costs.

Revenue Streams

A revenue stream is a source of revenue of a company or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue. BYJUs follows a freemium business model, so most of the revenue is incurred from the subscription amount which is paid by the students for learning. BYJU also earns from product purchase from its website, offline career counseling, offline coaching, and revenues from API.

SWOT ANALYSIS OF THE COMPANY

Strengths

- **First Mover Advantage** - Byju's has first mover advantage in number of segments. It has experimented in various areas Strategy. The Strategy & Execution solutions & strategies has helped Byju's App in coming up with unique solution to tap the uncatered markets.
- **Diverse Products** - Byju's offer different varieties of products. Content is available in all type of formats like stories, visuals and theories as well. Also available in regional languages. They provide a wide variety of options to students.
- **Strong Finance** - The company's balance sheet shows strong financial position.
- **High Customer Retention** - Byju's is great in students engagement into any study material. Research proves that on an average a student spends minimum of 40 mins once they open Byju's App.
- **Acquisition of competitor (White hat Jr.)** - Byjus has recently acquired White Hat Jr. for \$300 million. Together they will provide coding classes to students.

- **Customer Loyalty** – Customers are loyal towards the company because of the good quality products and services.

Weaknesses

- **Low Return On Investment** – Even when the company has strong balance sheet, the return on investment is low due to high expenses which it has to incur.
- **Bad Reviews** – There is two sides of each coin. So, along with positive reviews there are also negative reviews by many customers who are not satisfied with the service and find it expensive.
- **Inventory Management** – The company faces challenges with proper inventory management.
- **Less US Children Enrollments** – The company wish to grow in International market but the number of US Children enrollments is declining.

Opportunities

- **Increased Trend of Online Education** – With the increase of e-commerce in India, the trend of education has also increased over the last few years. Everyone want the comfort of being anywhere for studying.
- **Education due to Covid -19** – Education sector has adversely affected due to Covid-19. It has given great opportunity to Byju's to increase its market as more and more people are dependent on online education.
- **NEP 2020 encourages online education** – The New Education Policy has laid great emphasis on online education and the Govt. is completely supporting it.
- **Introduce Professional Courses** – Currently Byjus is only providing classes for school students and preparation of competitive exams like JEE and CAT. Further it can provide classes in technical and professional courses, extra curricular activities, coding, etc.

Threats

- **Business Model can be imitated** – Byju's business model can be imitated by new entrants quite easily. So, this is a threat for the company.
- **Data Privacy** – Data privacy is very essential for companies like Byju's.
- **Competitors** – This being an era of online education, more and more companies are coming in this sector. So, there is always a threat of competitors and its strategies.
- **Economic Recession** – This is also the time of economic recession. People are willing to spend low amounts of money and also over essential products. So, they might not afford online classes for their children along with the school going on.

INDUSTRY ANALYSIS

PESTLE ANALYSIS OF BYJU'S

Political Factors:-

- Transition of Government and Changes in Policy – There is consistency in policy making from one government to another. Secondly governments from all parties adhere to the treaties made by the previous governments.
- Threat of Terrorist Attacks – We believe in the world of post 9/11, corporations such as Byju's App have to live with operating under the shadow of a terrorist attack. The prudent policy should be to take insurance and other types of hedging instruments to mitigate the losses occurring because of the terrorist attacks.
- Regulatory Practices - The regulatory practices are streamlined with global norms which have helped the country to improve its "ease of doing business" ranking.
- Segregation of Political Responsibilities between Different Government Agencies – There are numerous government agencies which reduces the risk of overwhelming pressure by one agency. But on the flip side it does increase both time and cost of doing business and getting certifications and clearances.
- Unrest within the Country & Chances of Civil Unrest – We don't think that Byju's App business operations are facing any dangers from any kind of civil unrest or internal militant operations in the country.
- International Trade & Other Treaties – The country has a good record of adhering to international treaties it has done with various global partners. The government of each party has adhered to the treaties done by previous governments, so there is a consistency in both rule of law and regulations.
- Role of Non-Government Organization, Civil Society & Protest Groups – The country has a vibrant civil society community and Byju's App should build bridges with them and seek out areas of co-operations. Civil society groups are influential not only in policy making but also in building a society wide narrative.
- Political Governance System – Based on the information provided in the BYJU's The Learning App case study, it seems that the country has a stable political system. Byju's App can make strategies based on the stable political environment.

Economic Factors:-

Level of Household Income and Savings Rate – Increasing consumption and stagnant household income in United States had led to credit binge consumption. It has decimated the culture of savings as people don't have enough to save. Byju's App needs to be careful about building marketing strategy that is dependent on "Purchase on Credit" consumer behavior.

- Financial Market Structure and Availability of Capital at Reasonable Rates – The quantitative easing policy of Federal Reserve has led to liquidity flooding all across the global financial markets. Byju's App can borrow cheaply under such circumstances. But this strategy entails risks when interest rate will go up.

- GDP Trend & Rate of Economic Growth – The higher GDP growth rate signals growing demand in the economy. Byju's App can leverage this trend by expanding its product range and targeting new customers. One way to start is by closely mapping the changes in – consumer buying behavior and emerging value proposition.

- Foreign Exchange Rate – Number of companies have incurred losses in past few years because of forex risk in – Venezuela, Brazil, and Argentina. Byju's App should be careful about the history of forex risk before entering new market. Many US companies have incurred losses in Mexico in regular forex crisis in that country.

- Work Force Productivity – Work force productivity in US has grown by 25-30 % in last two decades even though the salaries are not reflecting those gains. It can enable Byju's App to hire skilled workforce at competitive salaries.

- Fiscal and Monetary Policies – The Republican government tax break culture has increased the deficit and it can lead to fiscal trouble for the economy in coming years.

- Consumer Disposable Income – The household income of the country has increased constantly in the last decade and half, compare to the USA market where household income is still below 2007 levels and not increased in real terms since early 1980's. Byju's App can leverage this trend to expand the market beyond its traditional customers by employing a differentiated marketing campaign.

Social factors such as demography trends, power structure in the society, women participation in workforce etc have immense impact over not only the country's economy but also on workforce talent availability and level of consumer demand.

Social Factors:-

Gender Composition in Labor Market Byju's App can use gender composition of labor market to understand the level of liberal nature of the society, women rights, and women's say in matter of societal issues and consumption decisions. The gender composition of labor market is a good indicator of disposal income of household, priorities of the households, and related needs.

- Level of Social Concerns & Awareness in Society – Higher level of social concerns in the society often result higher consumer activism and pressure from non-governmental organizations, & pressure groups.
- Societal Norms and Hierarchy – What sort of hierarchy and norms are acceptable in society also influence the types and level of consumption in a society. In highly hierarchical societies the power of decision making often reside at the top
- Education Level in Society – Education level of the society impacts both the quality of jobs and level of income. High level of education often results in better jobs, higher income and higher spending on complex and aspirational products.
- Power Structure in Society – Byju's App should carefully analyze both - What is the power structure in the society? How it impacts the demand in the economy. For example the power structure in US economy is slowly moving towards the older generation as that generation has higher disposable income compare to the younger generation.

Birth Rate – Birth rate is also a good indicator of future demand. USA has avoided the European Union style stagnant economy on the back of slightly higher birth rate and higher level of immigration.

- Attitude towards Savings – The culture of saving in US and China is totally different where savings rate in China is around 30% , it is well below 15% in United States. This culture of consumption and savings impact both type of consumption and magnitude of consumption.
- Immigration Policies and Level of Immigration – What are the immigration policies of the country, what is the level of immigration, and in which sectors immigration is encouraged. This will enable the Byju's App to determine – if required can it hire talent globally to work in that particular market.

Technological Factors:-

Cost of Production and Trends – Byju's App should assess - What are the cost of production trends in the economy and level of automatization. We at EMBA Pro believe that in near future the sector most disrupted by technological innovation is manufacturing and production.

- Property Rights & Protection of Technology Oriented Assets – Byju's App should analyze the legal status of various property rights and intellectual property rights protections that are common in US.
- Technology transfer and licensing issues for Byju's App – laws and culture of licensing of IPR and other digital assets should be analyzed carefully so that Byju's App can avoid shakedowns and IPR thefts.
- Research and Development Investment Levels – If there is high level of investment in technology development sector then there are high chances of building a self sustaining ecosystem that drives innovation. Byju's App can leverage such a situation to hire the best people in business.
- Intellectual Property Rights and Patents Protection – Before entering new market Byju's App should focus on the environment for intellectual property rights.
- Likelihood of Technology Disruption – If the country is hub of technology companies then there is a high chance of technology disruption among various industries. Byju's App has to assess whether it can live with the fast pace of technology disruption in its industry.
- E-Commerce & Related Infrastructure Development – As E-Commerce is critical for Byju's App business model. It should evaluate the e-commerce infrastructure, technology infrastructure etc before entering a new market.
- Transparency & Digital Drive – Byju's App can use digitalization of various processes to overcome corruption in the local economy.

Environmental Factors:-

- Per Capita and National Carbon Emission – What is the per capita carbon emission of the country and what is the overall level of carbon emissions of the country. This will help in better predicting the environment policy of the country.
- Waste Management – What is the policy of waste management in the prospective market and how Byju's App can adhere to the waste management requirements in that market.
- Paris Climate Agreement and Commitment of National Government under the Agreement – What are the commitments of the country under the Paris Agreement and what is the general level of consensus regarding Paris Climate Agreement in the country. For example Trump not standing by US commitments created an environment of uncertainty.

- Environmental Regulation Impacting Absolute Cost Advantage Dynamics in the Industry.
- Influence and Effectiveness of Environmental Agencies – The role of environment standards enforcement agencies is critical in safeguarding norms. But often in emerging countries these agencies delay the process as a tactic to extract bribes. Byju's App should be aware of presence of such practices in a country.
- Environmental Standards and Regulations both at National & Local Levels – Often the environment policy at national and local level can be different. This can help Byju's App in numerous decisions such as plant location, product development, and pricing strategy.
- Corporate Social Responsibilities Culture – Are Byju's App present CSR efforts applicable in the new market or does it need to have new initiative to cater to the prospective market.

Legal Factors:-

Health & Safety Laws – What are the health and safety laws in the country and what Byju's App needs to do to comply with them. Different countries have different attitude towards health and safety so it is better for Byju's App to conduct a thorough research before entering the market.

- Time Taken for Court Proceedings – Even if the country has best of the laws, it doesn't mean much if they can't be enforced in a timely manner. Byju's App should do a primary research regarding how much time it often takes to conclude a court case in the country given the sort of legal challenges Byju's App can face.

- Data Protection Laws – Byju's App needs to assess what are the data laws in the country and what it needs to do to comply with them. For example most of EU countries now want the EU citizen data to be saved in EU countries only.

- Business Laws – Before entering into new market – Byju's App has to assess what are the business laws and how they are different from home market.

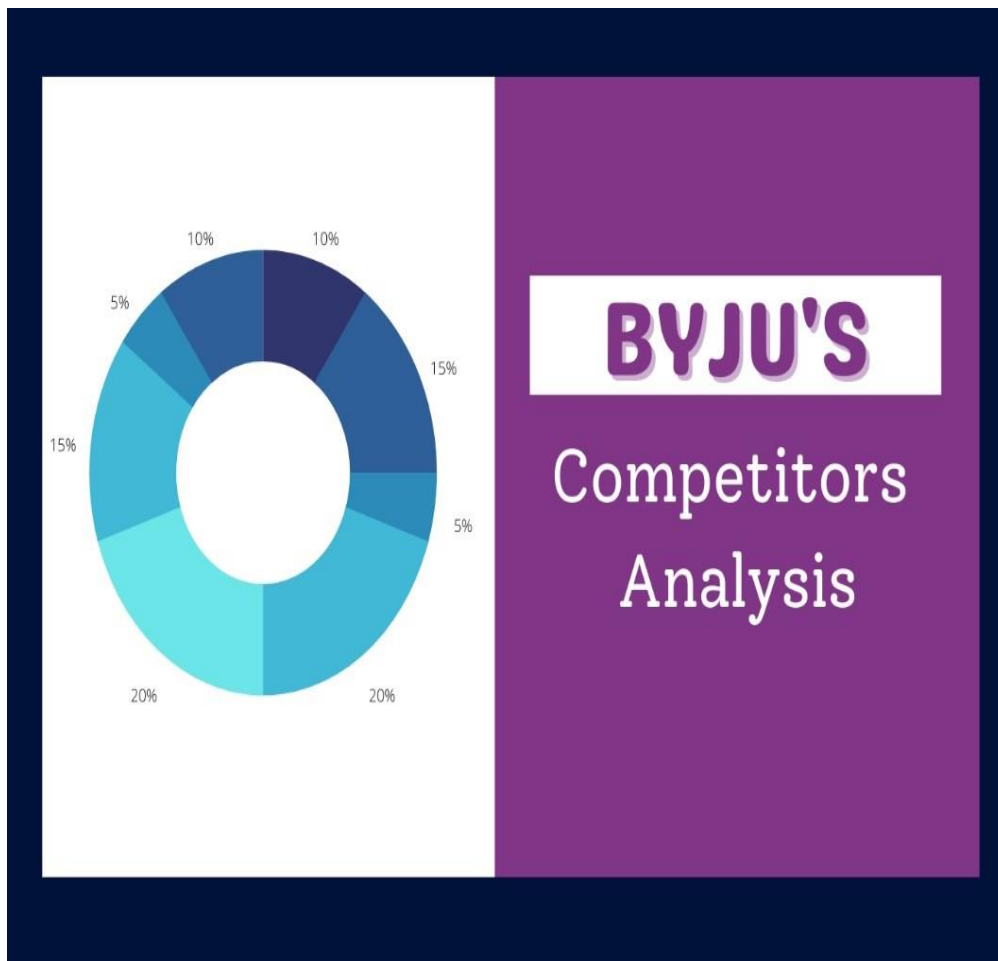
- Laws regarding Monopoly and Restrictive Trade Practices – As a new player Byju's App shouldn't be worried about the monopoly and restrictive trade practices law.

- Independence of Judiciary and Relative Influence of Government – The judiciary independence often reflect both strength and credibility of the institutions in the country.

- Consumer Protection Laws – Byju's App needs to know what are the consumer laws, what is the rate

of enforcement, what is the attitude of authorities towards consumer protection laws, and what is the role activist groups in enforcement of consumer protection laws.

CHAPTER-3 COMPETITOR ANALYSIS



BYJU'S

- Unlike many learning platforms in this list, BYJU'S is a one-stop-solution for all afterschool learning needs.
- They offer customized courses for students starting as young as kindergarten way up to job aspirants taking up competitive exams.
- BYJU'S is also not a typical Edtech company they are more of an Education Media Technology Company.
- The programs that BYJU'S has to offer are more comprehensive and interactive as they use movie-like videos and game-like interaction in their content.
- They also host live online tutoring classes (BYJU'S Classes), computer coding for kids (WhiteHat Jr), and prep courses for several competitive exams.
- Apart from these, the BYJU'S website has an archive of tips, resources, and study materials for government job aspirants.
- They are partnering with the likes of Disney, Osmo, etc. This will ensure that the quality of their content remains engaging, interactive, and far ahead of their competitors.
- BYJU'S courses are multilingual, .i.e., Hindi, Malayalam, Kannada, Telugu, etc. This gives them a greater reach and makes their offerings more inclusive.
- They are going global; made forays into the middle-east markets. They are rolling out localized content for the European and North American markets.
- Africa could be its new frontier. The hitherto underserved education market could be their biggest opportunity.



Company	Establishment Year	Headquartered
Vedantu	2011	Bangalore
Khan Academy	2006	Mountain View, California
Toppr	2013	Mumbai
Simplilearn	2010	Bengaluru
Unacademy	2015	Bengaluru
Udemy	2010	San Francisco
Meritnation	2009	New Delhi
Skill Share	2010	New York
Coursera	2012	Mountain View, California

CHAPTER-4

MARKETING STRATEGIES

Products – 4Ps in BYJU'S The Learning App Case

In marketing strategy, product is not viewed as a tangible product, but the source of value to be delivered to the customers. Value to the customers of Byju's App can be delivered in numerous ways such as – priming and pre purchase education provided by sales staff, installation and repair services, point of sale equity, physical product, financing plans to purchase the products, convenience of availability, quality assuring brand name, word of mouth references etc.

These numerous ways to understand product concept provide marketing managers of Byju's App an opportunity to differentiate its overall value proposition from that of the competitors.

4 Stages of Product Management as part of Marketing Process

Identification of Opportunity – Market research and customer research is done to identify the needs of the customers that Byju's App can cater to with its present and acquired resources.

Design and Testing – Product is designed based on the value proposition that customers are seeking and one that Byju's App can deliver. The key consideration regarding product design and testing are – customer value proposition, regulatory requirements, Byju's App skills and resources, opportunities for differentiated positioning, and profitability.

Byju's App Product Launch – It includes decision regarding pricing, communication strategy, distribution channel management, and building infrastructure to provide post purchase services.

Product Life Cycle Management of Byju's App products – Once the product is launched the company needs to manage the life cycle of the product through its various stages such as – introduction, growth phase, cash cow stage, and finally decline stage.

Byju's App can use all these five communication tools to persuasively communicate to customer – existence of the product, price of the product, differentiating features of the

product, places where people can buy the products, and finally how consumers can effectively use the products or services.

Pricing – 4Ps of Marketing BYJU's The Learning App

Pricing is a highly complex activity and we will cover only a very limited aspect of what goes into pricing decisions. To a large extent pricing depends upon the other 3Ps of marketing – product, place and promotion. Conceptually perceived value is the maximum price a customer is willing to pay for Byju's App product in the given competitive context

Place – Distribution Channels - 4Ps in BYJU's The Learning App Case

Place or Distribution Channel is a set of processes through which Byju's App delivers its products to the customers. Distribution & Marketing channels fulfill various purposes such as – enabling product customization options at the point of sales, reducing purchase lot size thus enabling opportunities for individual customers to buy products, easy availability of the products to end consumers , providing extensive product assortment using product line – breadth, length, and depth, providing product quality assurance, logistics, providing customers information about the products ,and after sales services and installation services

Promotion - Marketing Communication

Promotion Mix or Integrated Marketing Communication strategy is a mix of various promotion tools that are at disposal of Byju's App. They are – **Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing.**

Byju's App can use all these five communication tools to persuasively communicate to customer – existence of the product, price of the product, differentiating features of the product, places where people can buy the products, and finally how consumers can effectively use the products or services

6M Model of Marketing Communication Strategy of BYJU'S

With the increase importance of online advertising and social media role in product promotion, 6M Model of marketing communication has become a critical marketing tool in hands of marketing manager and promotion strategist to measure marketing efforts impact.

The 6M of Marketing Communication Strategy Model are –

Market – The target segment – current or potential, at which the marketing communication efforts are aimed at.

Mission – What are the goals and Key Performance Indicators of the marketing communication strategy.

Message – What are the specific aspects – brand awareness, product features etc, that Byju's App wants to communicate to its target customers.

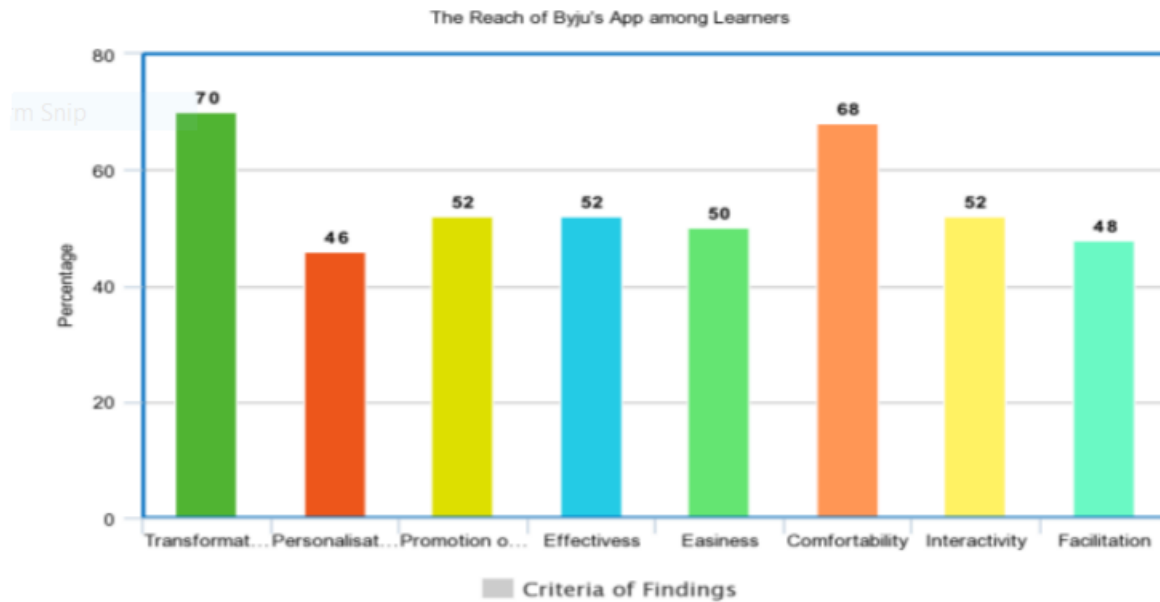
Media – Which are the most effective media vehicle that Byju's App can use to convey its message to its target market.

Money – Like all other organizations, Byju's App has limited marketing resources so it has to figure out how it needs to spend to get the best outcome based on specified objectives.

Measurement – How is the promotion campaign impact is measured. It can vary from brand to brand within the organization. For example – new product campaign can be measured on spreading brand awareness, while existing product marketing campaign can be measured on repeat purchase or product recall.

CHAPTER-5

- **DATA ANALYSIS**
- **FINDINGS**

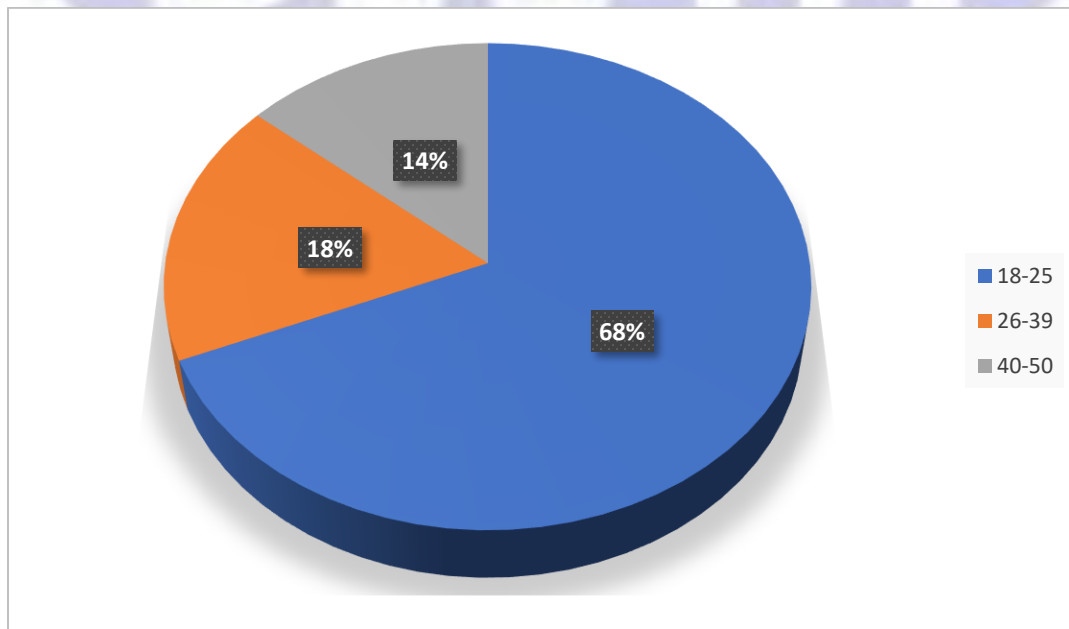


The criteria, named 'Transformation' was created in order to analyse how the respondents make use of the app. From the response of the learners, it can be seen that 70% use the app for understanding concepts and not for rote learning. This is clearly a transformation of learning from the old rote learning method. 'Personalisation' and 'Promotion of Learning' analyse how far the App promotes self-learning among students. 52% of the respondents consider that the app provides a personalized experience and promotes self-learning. 'Effectiveness' examines the effectiveness of app in preparation of exam and in reducing exam fear. 50% of the respondents said that the App helped them to score good marks in exam and 36% opined that the App helped them to reduce exam fear very much. 'Easiness' analysis showed how easy the app for usage is. 50% of the students feel that the app is quite easy to use. 'Comfortability' analysis showed how comfortable is the App to use from a user's perspective. 68% opined that the App is good. 'Interactivity' was chosen based on the attractiveness and assistance of the app for exams. 'Facilitation' analysed how the app facilitates the learner to break down difficult concepts and helps to ease learning of difficult subjects. 42% of the respondents use the app for learning Maths and another 42% use it to learn Science. The study finally seeks to understand how Byju's App helps the students of class VIII to XII for a personalized app in india.

The data was collected from the respondents and were collated for analysis based on statistical models. Statistical models help to provide an inference or a conclusion from a small population. Bar Diagrams, Pie Charts, Tables and Line Graphs were used to illustrate the data collected. After the effective representation of data, the researchers could analyse the data through Inferential Analysis and Descriptive Analysis. Inferential Data Analysis is a type of analysis that helps to test theories based on the samples col

I. AGE:-

AGE	FREQUENCY	TOTAL
18-25	35	68
26-39	9	18
40-50	7	14
TOTAL	50	100



INTERPRETATION:-

It is found that 68% customers are in between 18-25 are grouped, 18% customers are in 26-39 age group and 14% customers are in 40-50 age group₃₉

FINDINGS

- Lack of coordination between team leader and managers.
- To provide stipend more to the interns for motivation as the work pressure is more in Saturday and Sunday.
- Must provide a specific training about how to sale the products.
- More employees should be appointed.

CHAPTER-6 SUGGESTION AND CONCLUSION

SUGGESTION

Based on the findings of the study, I'd like to suggest to the company a few things that I believe would benefit the company in the future if they worked on them.

- The authorities preserve a minimal stipend as a motivator for all interns.
- Company should hire more interns from different locations to spread the company's goodwill more.
- Company should provide proper training to the trainees as it become difficult for many interns to explain about BYJU'S. Due to the insufficient knowledge about the services, interns are not able to solve the issues faced during process of sales.
- In order to obtain more productivity of the company the employers must built a good relationship with the employees.

- The BYJU'S employees need to build mutual bonds with the worker, so that they can get high profit and can easily achieved their target.
- They must provide a basic training to the intern as they directly suggest them to start work.
- Quick convey ought to be made.

CONCLUSION

The BYJU' app is known for its self placed learning experience by enabling the students crack down difficult concepts. The app uses a host of modern techniques like web-based learning, visual graphics, video-based instruction, etc. to provide an immersive learning experience. These innovations are highly helpful for the students to understand basic concepts and enable them to prepare for exams. From this education scenario by effectively incorporating Constructive methods of teaching and learning. Most of the respondents agree that the app is interactive, comfortable and effective. But the study also finds that some users are not able to effectively use this App for personalized learning as they are not regular subscribers of the app. regular subscription is on the expensive side for average Indian students. Byju's App is striving hard to transform education scenario and will surely reach to a mass audience if it can become more affordable.

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- The Financial Express
- Times of India

ANNEXURE

I Mr. Avinash Satpathy a student of MBA under BIJU PATNAIK INSTITUTE OF INFORMATRION TECHNOLOGY AND MANAGEMENT STUDIES conducting the project work for my partial fulfillment of the degree. Kindly Cooperate with me for filling questionnaire.

- Name
- Age
- Address
- Phone Number
- How often you use BYJU'S app ?
 - a. Once in a week
 - b. Twice in a week
 - c. Once in a month
 - d. Once in a year
- How would you rate the quality of product?
 - a. Excellent
 - b. Good
 - c. Average
 - d. Poor
- Do you know who our competitor is?
 - a. Yes
 - b. No
- Are you a loyal customer for the BYJU'S?
- What makes you prefer BYJU'S rather than its competitor?

The logo is a diamond-shaped emblem. The top and bottom halves of the diamond are filled with a grid of small squares, creating a woven or basketweave pattern. The central horizontal band of the diamond is a solid blue color and contains the letters "BITTM" in a white, bold, serif font. The entire logo is centered on the page.

THANK YOU

