

SUMMER INTERNSHIP REPORT 2021

PROJECT REPORT ON STUDY OF PURCHASE INFLUENCING FACTORS OF ONLINE COURSES IN GTM & SONS

(Submitted for MBA in **Biju Patnaik Institute of Information Technology & Management**,
Affiliated to **Biju Patnaik University of Technology**.)

STUDENT NAME

FACULTY GUIDE

KOLA MANI SANKAR

Dr. NEHA GUPTA

Registration No.: 2006258102 Asst.Prof cum Placement Officer

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**Biju Patnaik Institute of Information
Technology & Management Studies**

CERTIFICATE

This is to certify that Mr. KOLA MANI SANKAR, BPUT REGD. NO-2006258102, of MBA 3rd semester of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES (BIITM) has successfully completed the SIP REPORT titled “**A PROJECT REPORT ON STUDY OF PURCHASE INFLUENCING FACTORS OF ONLINE COURSES IN GTM & SONS**” from Dt. 03/06/2021 to Dt. 03/8/2021 for partial fulfilment of requirement for the completion of the degree of Master of Business Administration.

This project report is the record of authentic work carried out by him during the period summer internship.

We wish him ALL THE BEST for his future Endeavour.

For GTM AND SONS

Signature-

DECLARATION

I hereby declare that the project work titled “**A PROJECT REPORT ON STUDY OF PURCHASE INFLUENCING FACTORS OF ONLINE COURSES IN GTM AND SONS**”, submitted to BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES (BIITM), is a record of an original work done by me under the guidance of Dr. NEHA GUPTA, BIITM, BBSR and his project work is submitted in the partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA).

The results embodied in this report have not been submitted to any other University or Institute for the award of any degree.

Place- Bhubaneswar

Name – **KOLA MANI SANKAR**

Date -

Regd. No- 2006258102

INTERNAL GUIDE CERTIFICATE

This is to certify that the Project report entitled “**A PROJECT REPORT ON STUDY OF PURCHASE INFLUENCING FACTORS OF ONLINE COUSES GTM AND SONS**” has been prepared by KOLA MANI SANKAR under my supervision and guidance for the fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA).

His project work is satisfactory.

(Signature)

Date-

Dr. Neha Gupta

Place- Bhubaneswar

BIITM, Bbsr

CONTENTS

CHAPTER	TOPIC	PAGE.NO
CHAPTER-1	INTRODUCTION	6 - 9
CHAPTER-2	INDUSTRY ANALYSIS	10 - 22
CHAPTER-3	COMPANY ANALYSIS	23 - 32
CHAPTER-4	COMPETITOR ANALYSIS	34 - 42
CHAPTER-5	CUSTOMER ANALYSIS	44 -47
CHAPTER-6	DATA ANALYSIS AND INTERPRETATION	48 - 52
CHAPTER-7	FINDINGS & RECOMMENDATION	53- 54
CHAPTER-8	CONCLUSION	55 - 56

CHAPTER-1

INTRODUCTION

GTM & Sons Private Ltd.

GTM & Sons Advisory private limited is a private incorporated on 06 November 2020. It is classified as Non govt. Company and is registered at registrar of companies, Hyderabad. Its authorized share capital is Rs 1,000,000 and its paidup capital is Rs 1000,000. It is involved in legal, accounting, book-keeping and auditing activities consultancy market research and public opinion polling business and management consultancy.

Directors of GTM & Sons Advisory private limited are Subreen Zubair, Meajuri Roberts Revanath and Swetha Chandra sekhar.

ABOUT:

Gtm and sons are an organization with a focus directed towards integrating all efforts and strategies of marketing, sales for the growth of business in an organic fashion. Our services include sales support client acquisition, marketing consulting. Service delivery is executed through its process and operations which promotes efficiency of higher grade.

MISSION:

To provide realistic and executable recommendations and successful results for the growth of the business.

VISION:

To understand the unique need of the hour and offer the most comprehensive advisory service , expertise and training using highly skilled and competent professional to help our clients with improved performance and capability development .

COMPANY WORKS:

We offer business advisory and consulting services to our clients enabling them to take their business to scale new heights.

SERVICES:

We work very closely with our clients in order to direct all the promotional efforts in an integrated and closed loop manner there by realizing the value for money of our services are a blend of the traditional and new strategies. The effectiveness in terms of combining the tactics, with a seamless adaptation of the new ones that more business aim to higher ground.

RESEARCH DESIGN

Objectives of Study: -

- Comparative analysis of online courses offered by GTM & SONS with other online courses.
- To find out the various scheme and offers rolled out from time to time.
- To determine the arrangements of products in the online and offline stores.

RESEARCH METHODOLOGY: -

Data collection: -

- **Primary Data**

- ✚ Research is collected through an online survey questionnaire.
- ✚ To know why people preferring online education over offline education.
- ✚ Data is collected through interview process with unstructured process.
- ✚ Data is collected through interaction with customer according to their view.

- **Secondary Data**

- ✚ Used for research to know the analytics, study. Facts & theories are collected from already available resources like mainly internet and other sources.
- ✚ To know the future scope of online education.

✚ To know whether it will be treated as offline education or not.

Sampling technique: - Convenience Sampling

Sample size: -

10 respondents were selected as sample size for research.

Data analysis: -

Percent analysis

LIMITATIONS:

- The content is partially retrieved from sources like internet, previous surveys report and some anonymous articles.
- In the survey, respondents may be careless and may not give correct answer to the questions, because of any reasons.
- The data and the report have been collected & prepared respectively during the period of COVID-19 pandemic lockdown. So, sources of data collection were capped to a certain reach.

CHAPTER-2

INDUSTRY ANALYSIS

SWOT ANALYSIS OF GTM & SONS COMPANY:

gtm&sons
advisory pvt ltd.

Strengths in the SWOT Analysis of GTM & SONS:

- Our marketing services span across industries and are in tune to the changing landscape. We offer services in branding creative designing content marketing, image marketing, event marketing and social media marketing.
- Strategic Consulting: We are the thought partners when it comes to management consulting for strategic for strategic assessments, market entry strategy, due diligence, road map and so on.
- Sales consulting: We help clients to achieve new heights by leverage our expertise of revenue growth process optimization, value positioning, objection handling, sales closures and demand generations.

WEAKNESS in the SWOT Analysis of GTM & SONS:

- The weakness of the company is it too new to the market and have not as much experienced employee and teams to handle very

worst situation. And also the market is not aware about this company.

OPPORTUNITIES in the SWOT Analysis

of GTM & SONS:

- Job opportunity: Interesting fact, the increasing growing age population of the country is an evidence of economy growth. This implies the availability and accessibility of plenty of job opportunities.
- Online Services: In this pandemic time main focus to the customer is in online and technology is a big opportunities.

THREAT in the SWOT Analysis of GTM &

SONS:

- Other experienced and multitalented companies advisory company in the market and they have the experienced employee.
 - Another threat for the company is it totally new to market & have unexperienced employ.
- So they should need to constantly updating and innovating ideas to stay ahead to the other companies and not down trade on revenues.

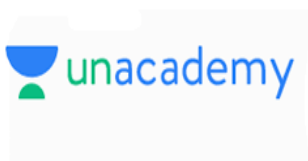
Major players of GTM and SONS are: -



- Byju's - On top of our list is BYJU's - arguably the most popular online learning app in India. Although the app primarily focuses on school students, it also includes courses for competitive exams such as JEE/NEET, UPSC, and Bank PO. While the courses are paid - starting at Rs 3,500, there is a scholarship programme for students in classes 4th-12th. BYJU's also include online classes for conceptual understanding, clearing doubts, personalised learning, and individual attention from mentors. Additionally, the company's recent investment in Whitehat Jr that teaches coding, which was recently included in India's new education system, to kids.

BYJU's features

- Scholarship programmes
- Preparation for competitive exams
- Coding for kids
- Courses for every student



Unacademy -The next online education app in India worth looking at is you probably would have heard about the app as it's among the best apps for competitive exams. The Unacademy includes courses from UPSC to JEE, NEET, SSC, and Bank exams, among other things. The app helps you understand concepts with daily live classes, practice, and revision, and live mock tests. Just like BYJU's, Unacademy is also paid, but there are few free courses as well.

Unacademy features

- Suited for competitive exams
- Live classes
- Live mock tests



Vedantu -Another app that you may consider for online learning and education is Vedantu. The app is like BYJU's as it includes courses for students from classes 1 to 12th and coding for kids. Vedantu also includes live classes and preparation for JEE, NEET and NDA exams. While there's free access to all live classes and content. Vedantu also offers a V Pro pack that comprises live online teaching, test and assignments, and crash courses, among other things, starting at Rs. 4,000 a month.

Vedantu features

- Primarily focuses on school students
- Coding for kids
- Live classes
- Preparation for JEE, NEET, NDA, and other exams.

Market size and market growth rate:

- The online education market in India is expected to grow by a staggering 50% during 2021-2025 to reach \$5 billion by the financial year 2025.
- India's burgeoning [EdTech](#) industry will be driven by new reforms, including the increase in public spending (targeted at 6 per cent of the nation's GD).

- The phenomenal opportunities for the sector in India become even more apparent when compared against the global benchmark).
- The global e-learning market size is projected to grow \$370 billion by 2026, from \$226 billion in 2020, at a CAGR of 8.56% during 2021-2026.
- Online education system in India currently stands at US \$247 million with an average of 1.6 million users; it is expected to grow to US \$1.96 billion.
- Online education market in India was worth \$ 247 million in 2016, which is expected to grow about \$ 1.96 billion by 2021. That is a compound annual growth rate of 52%.
- The number of users enrolled for various online learning courses is estimated to be 1.6 Million in 2016, Which is expected to grow about 9.6 Million by the end of 2021.
- It is estimated that there is a 175% increase in the cost of classroom education, this gives online education more preferred because it is cost effective.
- Nearly 48% population in India between 15–40 age group with high aspirations but lower income is a good target market for online education. And the acceptability of online channel is high in the younger demographic.

How to generate sales and revenue

1. Craft your ideal student avatar

This is an important first step to take before you implement any of the strategies listed in this article. Understanding who your ideal student is before you start marketing your course will help you craft marketing messages that speak directly to their frustrations, needs, and desires.

Your ideal student avatar is essentially a representation of the ideal student for your course. Write at least a one-paragraph description describing your ideal student and keep them in mind as you implement the marketing strategies listed in this guide.

2. Identify your unique value proposition

Research some of the existing online courses related to your topic so that you have a good idea of what is included in those courses and how they are presented. The goal here is to determine how you will differentiate your course from your competition. What areas of your topic will you cover that your competition missed? What value can you add to your course that is not included in the others?

Identify your unique value proposition and include it on your [course sales page](#) and in your marketing messages. Plus, when people ask, “how is your course different from XYZ?”, it helps to have a good answer.

3. Survey your audience before you create your course

This step is important because it helps ensure that you [create an online course](#) that people actually want to take. If you have an audience (from a blog, podcast, email list, social media, etc.), send them a survey to ask them what topics they are interested in learning about. Create a course based on what *they* want, not on what you want to create.

4. Create a compelling course title based on keyword research

Imagine for a moment that you are searching for some information about your topic. What search terms (aka keywords) are you going to use to find the information you’re looking for? If you wanted to learn

how to design logos in Adobe Photoshop, for example, you would likely enter the keywords “how to design logos using Photoshop”, or some similar variation of that phrase.

Use a tool such as Google’s [Keyword Planner](#) or [Buzz Sumo](#) to identify the most popular keywords related to your course topic, and include those keywords in your course title. This will help to position your course as exactly what a potential student is looking for as they search for your topic online.

5.Presell your online course

A great way to avoid the unfortunate situation of creating a course that no one buys – is to pre-sell it! It may seem counterintuitive to try to sell something before you create it but trust us on this. It is much better to pitch your [idea](#) for your online course to your target audience and find out they aren’t interested in it than to spend significant amounts of time and money creating an online course that no one buys.

6.Promote your course on your blog

Your blog is a great place to promote your course, especially if you regularly [publish free content](#) related to your course topic. If you write articles about the same topic that you teach in your course, then every person who reads your blog is a potential student for your course.

Some great places to showcase your course are the top bar of your website (if your blog’s theme doesn’t include a top bar, you can add one using [Sumo](#) or [Hello Bar](#)), at the end of each blog post, in your sidebar, and on your About Page. Using Thinkific, you can also create [Sales Widget](#) for your course and place that sales widget anywhere on your blog.

7.Start a YouTube channel

YouTube is the second most visited search engine in the entire world (after Google). There are literally millions of people searching for “how-to” videos on YouTube daily. YouTube videos can even rank higher than websites in the search results of numerous search engines.

Start a YouTube channel about your course topic and publish helpful videos on a regular basis. Include a link to your website or course in your video descriptions.

8.Add student testimonials to your course sales page

[Social proof](#) plays such an important role in a buyer’s decision-making process. Very few people are comfortable being the first person to purchase a product or service. They want to know if others have bought your course and had a positive experience. That is why testimonials and reviews carry so much weight.

Add a few positive testimonials to your course sales page from other students who have taken your course. If no one has taken your course yet, let a few people take your course for free in exchange for a testimonial.

9.Add a course page to your main website

If you have a website or a blog, add a page to your website that includes details about your course. Once that page is set up, add a link to that page to the main menu of your website so that visitors can easily find it and learn more about your course. Include a link to purchase your course directly on that page, or alternatively, include a link to your [course sales page](#) so they can learn more about it and decide if they want to buy it.

10. Optimize your social media profiles

Your social media profiles are a great way to build your personal brand and [position yourself as an expert](#) on your course topic. Update your bio on all the social networks that you have a profile to reflect your area of expertise. Include a link to your main website (or even directly to your course) in your profiles so people who are interested in your course topic know where to go to learn more.

Porter's Five forces Analysis for online courses industry



1. Threats of New Entrants

New entrants in Education & Training Services brings innovation, new ways of doing things and put pressure on Online Education Group through lower pricing strategy, reducing costs, and providing new value propositions to the customers. Online Education Group must manage all these challenges and build effective barriers to safeguard its competitive edge.

How Online Education Group can tackle the Threats of New Entrants

- By innovating new products and services. New products not only bring new customers to the fold but also give old customer a reason to buy Online Education Group's products.
- By building economies of scale so that it can lower the fixed cost per unit.
- Building capacities and spending money on research and development. New entrants are less likely to enter a dynamic industry where the established players such as Online Education Group keep defining the standards regularly. It significantly reduces the window of extraordinary profits for the new firms thus discourage new players in the industry.

1. Bargaining Power of Suppliers

All most all the companies in the online Education & Training Services industry buy their raw material from numerous suppliers. Suppliers in dominant position can decrease the margins Online Education Group can earn in the market. Powerful suppliers in Services sector use their negotiating power to extract higher prices from the firms in Education & Training Services field. The overall impact of higher supplier bargaining power is that it lowers the overall profitability of Education & Training Services.

How Online Education Group can tackle Bargaining Power of the Suppliers

- By building efficient supply chain with multiple suppliers.
- By experimenting with product designs using different materials so that if the prices go up of one raw material then company can shift to another.
- Developing dedicated suppliers whose business depends upon the firm. One of the lessonsOnline Education Group can learn from

BYJU'S AND UNACADEMY is how these companies developed third party manufacturers whose business solely depends on them thus creating a scenario where these third-party manufacturers have significantly less bargaining power compare to BYJU'S AND UNACADEMY.

2. Bargaining power of buyers.

Buyers are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on Online Education Group profitability in the long run. The smaller and more powerful the customer base is of Online Education Group the higher the bargaining power of the customers and higher their ability to seek increasing discounts and offers.

How Online Education Group can tackle Bargaining Power of the Suppliers

- By building a large base of customers. This will be helpful in two ways. It will reduce the bargaining power of the buyers plus it will provide an opportunity to the firm to streamline its sales and production process.
- By rapidly innovating new products. Customers often seek discounts and offerings on established products so if Online Education Group keep on coming up with new products then it can limit the bargaining power of buyers.
- New products will also reduce the defection of existing customers of Online Education Group to its competitors.

3. Threats of Substitute Products.

When a new product or service meets a similar customer needs in different ways, industry profitability suffers. For example, services like Dropbox and Google Drive are substitute to storage hardware drives. The threat of a substitute product or service is high if it offers a value proposition that is uniquely different from present offerings of the industry.

How Online Education Group can tackle the Threat of Substitute Products /Services

- By being service oriented rather than just product oriented.
- By understanding the core need of the customer rather than what the customer is buying.
- By increasing the switching cost for the customers.

4. Rivalry among the Existing Competitors.

If the rivalry among the existing players in an industry is intense then it will drive down prices and decrease the overall profitability of the industry. Online Education Group operates in a very competitive Education & Training Services industry. This competition does take toll on the overall long-term profitability of the organization.

How Online Education Group can tackle Intense Rivalry among the Existing Competitors in Education & Training Services industry

- By building a sustainable differentiation.
- By building scale so that it can compete better.
- Collaborating with competitors to increase the market size rather than just competing for small market.

Implications of Porter Five Forces on Online Education Group

By analysing all the five competitive forces Online Education Group strategists can gain a complete picture of what impacts the profitability of the organization in Education & Training Services Industry. They can identify game changing trends early on and can swiftly respond to exploit the emerging opportunity. By understanding the Porter Five Forces in detail Online Education Group's managers can shape those forces in their favours.

CHAPTER-3

COMPANY ANALYSIS

ONLINE EDUCATION

Online education is a flexible instructional delivery system that encompasses any kind of learning that takes place via the [internet](#). Online learning gives educators an opportunity to reach students who may not be able to enrol in a traditional classroom course and supports students who need to work on their own schedule and at their own pace.

The quantity of distance learning and online degrees in most disciplines is large and increasing rapidly. Schools and institutions that offer online learning are also increasing in number. Students pursuing degrees via the online approach must be selective to ensure that their coursework is done through a respected and credentialed institution.

Online education has become a viable and exciting method for instructional delivery in the global business society that runs on a 24/7 schedule (24 hours a day/7 days a week) because it provides students with great flexibility.

With the increased availability of [the Internet](#) and computer technology, students are able to access information anytime and anyplace that would normally be available only through a traditional classroom. Studies have shown that students learn just as effectively in an online classroom as they do in the traditional classroom.

Online teaching is here to stay. Many students prefer the online classroom since it offers flexibility in their busy schedules. With the proliferation of information and knowledge, students must become lifelong learners in today's world, and online education plays an important role in helping individuals access the learner-centered and self-directed instruction.

With enhanced software, hardware, and Internet access, more options for online education will become available. With student enrollments increasing faster than classrooms can be built, students becoming more proficient with technology, and students pursuing an education that meets their needs, the future of online education will continue to grow. Online degree programs will become more widely accepted as they become a more common practice.

Based on current trends, the online higher education market has a positive outlook and can be expected to have considerable growth in the coming years. Not everyone believes online education is an equal substitute for traditional learning, however, so a hybrid model may gain traction in the future. Virtual classrooms may also become more popular, as they offer the convenience of an online method with the engagement of traditional classroom experience. Both hybrid models and virtual classrooms may allow a more practical component to be introduced to online education, as many of the current offerings are theoretical in nature.

The EdTech market is already predicted to grow exponentially in the coming years due to various policy initiatives and evolving consumer preferences. COVID-19 may be an additional catalyst for the growth of this industry and further support adoption of online education models moving forward.

These emerging changes in the educational sector may become permanent. The longer the coronavirus pandemic lasts, the bigger its effect will be and there is a strong possibility that online learning may become mainstream rather than a temporary measure. Once educators and students gain access to the remote technology they need to adapt to online methods, there may not be a compelling reason to transition back to traditional educational settings.

CONSULTANCY IN INDIA

Consultancy firms play a vital role in helping businesses across fields are diverse as business strategy, manufacturing and supply chain, sales and marketing, and human resources. While the sector's diversity means it is able to weather change like few others, a report from Deltek suggests it still faces a myriad of challenges in the era of digitalized business.

The importance of consultancy sector is increasing continuously in volumes and diversity and its presence is showing not only in GDP, in higher CAGR and in GSDP, but also greater employment generation In India. The government thrust in developing the core infrastructure sector has attracted many construction and engineering consulting companies to explore their expertise and contribute with their domain knowledge.

Indian consulting is maturing as fast the Indian industry matures. The consulting industry is seeing an increase in the number of new comers and is actively exploring prospects in new industries and growth routes. Over time, the demand for specialist consulting services has created a number of opportunities for consulting to draw on their specialist knowledge base and resources. The major strengths of Indian consulting organizations include professional competence, low cost structure, diverse capabilities, high adaptability and quick learning capability of Indian consultants.

VALUE TO CLIENTS:

Industry is now rewarding specialization and a one size fits all MBA might no longer be in favor. While divisions like Marketing, Finance, HR, and IT are still useful but they won't give you the edge as much. So to take make a difference and an impact on a wide range of company management consulting is steadily catching up across the verticals. Every business house needs a consulting specialist expressly when it faces a tough situation due to sliding market and economic conditions, or is unable to meet its target due to an internal crisis or any other factor that constrains the business to grow further. By hiring consultants clients can gain access to deeper and higher levels of expertise. It is also financially more feasible than to hire in house resources for a long term engagement. Moreover, by purchasing as much service as required clients can control costs on short term projects. Independent advice and brand name recommendations can also be valuable when making key decisions.

MANAGEMENT CONSULTING INDUSTRY – A major contributor:

Indian management consulting industry is one of the fastest growing industries, fueled by the advancement in technology and rapid adoption of mobile devices. This sector includes areas like telecommunications, e-commerce, software designs, hardware systems design and implementation, intranet and internet schemes and functionality, and

website development and operations. The multiple layers of management consulting sector cater to a distinct set of needs.

Challenges for Indian consulting organizations –

Keeping in mind the differences of the domestic market in India with respect to the global market, the major challenges Indian consultants usually face in India are:

Competition and differentiation: The biggest challenge for the Indian consulting firms is to compete with the global players in the market. There is need for Indian consultancy sectors to define their specializations and differentiate themselves from their competitors.

Managing the knowledge flows: The firms have a challenge to leverage the organizational knowledge efficiently so that there would be a proper balance between utilization of existing knowledge and creating new knowledge.

Conclusion:

The consulting industry in India is growing at fast pace and soaring new heights all across the world. This time, it is required to make an action plan to exploit the tremendous potential available for growth of consulting market.

MARKETING MIX (4 P's) adopted by GTM & SONS:

- **Product**: It refers to the item actually being sold. The product must deliver a minimum level of performance.

Gtm and sons provide 3 types of products which are coming

under NISM Courses such as: - Investment Advisor (Series XA)

- Equity Derivatives (Series VIII)

- Operations and risk management
(Series VII)

Investment Advisor: This is an exclusive training program that prepares a candidate for certification from certifying bodies such as NISM which is a minimum requirement for anybody who is looking to pursue a career in the Finance sector. The skills, expertise and ethics intermediation to investors and in increasing the investor confidence in market systems and processes.

Equity Derivatives: This is an exclusive training program that prepares a candidate for certification from certifying bodies such as NISM which is a minimum requirement for anybody who is looking to pursue a career in the Finance sector.

Operation and risk management: This is an exclusive training program that prepares to know the basic of the Indian security market, the different products traded and the various market participants and the respective roles they play in the Indian

securities market. To understand the regulatory framework and the role of the securities Exchange Board of India.

- **Price**: It refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. The prices of these 3 products/courses are rs1499 only.

- **Place**: It refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy.

As a newly set up company the actual physical location of the company is Hyderabad, Telangana, but this company try to reach consumer through social media and digital marketing.

- **Promotion**: Promotion refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. Promotion plays an important role to grow in the market. Gtm and sons promotes the company through social media such as: Facebook, Instagram, LinkedIn etc. In simple word digital marketing help the company to promote and reach to the right customers.

PESTEL ANALYSIS OF GTM & SONS-

POLITICAL:

- Political factors play a significant role in determining the factors that can impact the company's long term profitability in a certain country or market.
- This company is operating in business forces services in many cities to different types of political environment and political system risks.
- The achieve success in such a dynamic business services industry across various countries is to diversity the systematic risks of political environment.
- It was legal frame work for contract enforcement and industrial safety regulations in the services sector.

ECONOMIC:

- The macro environment factors such as inflation rate, savings rate, interest rate, foreign exchange rate and economic cycle determine the aggregate demand and aggregate investment in an economy.
- While micro environment factors such as competition norms impact the competitive advantage of the firm.
- This company can use country's economic factor such as growth rate, inflation & industry economic indicators such as business service industry growth rate, consumer spending.

- Infrastructure quality in business services industry & comparative advantages of host country and services sector in the particular.

SOCIAL:

- Society culture and way of doing things impact the culture of an organization in an environment.
- Shared beliefs and attitudes of the population play a great role in how marketers understand the customer of a given market how they design the marketing message for business services industry consumers.
- Demographics and skill level of the population.
- Education level as well as education standard in the GTM & SONS company.

TECNOLOGICAL:

- Technology is fast disrupting various industries across the board. Transportation industry is a good case to illustrate this point.
- Recent technological developments by the Gtm & sons company.
- Technology impact on product offering.
- Impact on value chain structure in services sector and role of technological diffusion.

ENVIROMENT:

Different markets have different norms o environment standards which can impact the profitability of an organizational in those markets.

- Even with in a country often states can have different environment laws and liability laws.
- Before entering new markets or starting new business in existing market the firm should carefully evaluate the environment standards that are required to operate in those markets.
- Some of the environment factors that a company should consider are weather, climate change, waste management in services sector and attitudes toward and support for renewable energy.

LEGAL:

- In number of countries the legal framework and institution are not protect the intellectual property rights of an organization.
- A firm should carefully evaluate before entering such markets as it can over all competitive edge.
- The company should consider while entering a new market are.
- Discrimination law
- Copy right patents
- Consumer protection and e-commerce
- Employment law
- Health and safety law
- Data protection.

CHAPTER-4

COMPETITOR ANALYSIS

Some of the major competitors for

GTM & SON'S PVT LTD.

1. Kanvic Consulting Pvt. Ltd.

- Kanvic is a leading strategy and management consulting. It is a non-government company. It is start in 14 August 2008. It's head quarter in Jaipur. It is authorized share capital is 200,000 and its paid up capital is 100,000. It is involved in legal, accounting, book-keeping and auditing activities, tax consultancy, market research and public opinion, polling , business and management consulting.
- Deepak sharma is director and co-founder of Kanvic consulting. He is based in Delhi.

Kanvic's strategy and Competitive advantage:

- Kanvic develop distinctive and adaptive strategies that help you succeed in today's complex and uncertain world.
- Company provide expert advice to C- level executives – at industry leaders and emerging challengers – on strategy, marketing, marketing, transformation and digital. Our consultants address their toughest strategic issues, whether it's accelerating growth, entering a new market, improving profitability, or dealing with digital disruption.
- It's give you a whole new prospective. Our unique and proven approach to problem – solving addresses your most difficult challenges from three distinct angles. As a result, our strategies

are future – oriented, market tested and built to create lasting advantage for your business.

- Company's approach- Creative, Contextual, Collaborate.
Your success depends on being different. That's why our solutions are completely customized. The unique product of creative, highly contextual and deeply collaborative process.

ZINNOV: Global management consulting.

- Zinnov is a global management consulting and strategy advisory firm that works with clients to generate value through custom frameworks, data & insights, and tailored customer – centric strategies. We are a research, consulting & advisory company with core expertise in product engineering and digital transformation. Our insights leverage Zinnov's proprietary Draup platform and our recommendations are easily actionable.
- This company have been consistently ranked amongst the top 20 outsourcing advisory firms for 10 years in a row by IOAP.
- It help companies in their engineering, IT, digital disruption and business operations to achieve higher throughput, innovation, productivity and cost savings.
- By advising them to develop and optimize a global engineering partner strategy.
- It found in 2002, Zinnov is headquartered in silicon valley and Bangalore. They are a research consulting & advisory company with core expertise in product engineering and digital transformation.

Zinnov's strategy and Competitive advantage;

- An AI- Driven sales intelligence platform. Draup is an AI-driven sales intelligence platform that empowers sales teams with comprehensive account and stakeholder intelligence to enable microtargeting.
- Be it account management, sales pursuit or account intelligence teams, Draup enables all divisions of the sales organization by providing finer details about prospects.
- They gives GCoE Accelerator platform (GAP).This platform helps its clients by providing a platform where companies can collectively address industry wide challenges, either by sharing experiences and best practices by leveraging actionable insights provided through research and domain expertise of Zinnov advisors.
- Key decision makes from the industry come together to ideate on global leadership, innovation, and operational efficiency that currently have an impact or will have an impact on the technology ecosystem. Their platform leverages network effects and technology to match-make and drive meaningful conversations around the 6 pre-defined dimensions.

Some of the major competitors for GTM & SONs In Online Education Sector.



1.Vedantu

Vedantu is one of the Leading Indian online education Platform Providing Education Over the Internet. Started in 2011, the Bangalore Based company Provides Education for Students from 4th Class to 12th. Vedantu uses Whiteboard Audio-video Method to Provide 1-1 Teacher Student Sessions. They also Provide Education for IIT Entrance JEE Examination.

Vedantu Raised a Fund of \$5 million from Accel Partners and Tiger Global Management. This Fund was utilized in Emerging New Technology solutions for tablets and mobile to run Numbers of Live Sessions simultaneously. With the Latest Funding, Vedantu's Entire Funding Reaches over \$200 million.

Vedantu has always believed in the concept of LIVE interactive classes being a superior format for online learning which creates greater learning outcomes. During lockdown, everyone is talking about LIVE classes and it is the best time for us to drive more adoption and strengthen our brand as the best destination for LIVE classes. On top of adding new categories, we will use the funds to invest into content and technology to create the world's best LIVE teaching-learning experience.

Reason behind the name Vedanta

Vedantu, where **Veda** is "Knowledge" and **Tantu** is "Network". This makes the platform a knowledge network in which any student can access a teacher directly and enable personalized learning to take place at any place and any time.

It all began when Vamsi Krishna founded his first venture "**Lakshya**" in 2006 with the help of three of his IITian friends. The venture aimed at training students for a variety of varied tests. Eventually, they observed that the educational sector in India

requires a plethora of dedicated and skilled teachers. Hence, they worked on developing such a platform through Lakshya. The platform was acquired by **MTEducare**, six years later, in 2012.

VEDANTU PROGRESS

The lockdown has led to massive growth for the Vedantu platform with its number of subscribers has expanded exponentially over the past couple of months across K-12 and competitive exams such as JEE and NEET.

Vedantu has been offering its services to 25 million students each month. As reported by [Economic Times](#), the platform has stated that it registered a 220% growth in users to 2 million unique students who have participated in their live classes over the past three months.

In 2019, [Vedantu](#) launched its **WAVE** platform.

This platform adopts [Artificial Intelligence](#) and [Machine Learning](#) for personalizing teaching as well as learning for each student and has been developed for making LIVE classes more enticing and engaging. One of the main challenges online education generally encounters is the low completion rate of courses because of less engaging content. This factor has been tackled by Vedantu which extends its focus on LIVE interactive classes to make its classes more entertaining and interactive for its users.

Vedantu Strategy and Competitive Advantage: -

Vedantu offers free access to all live classes and content. However, there is a subscription model as well where students are charged based on the tenure of the courses which are categorized as long-term, short-term, micro-courses and crash courses.

You can also select pocket-friendly plans or opt monthly subscription instead of paying all amounts together. Also, they provide free demo classes that would help

you in making a vital decision for enrolling in the course or not. One can browse various courses both on its application or website.

- Vedantu markets its packages on its website, Google advertising and forum digitally.
- It is a tuneful and captivating commercial telecast on TV & social media channels that catches the interest of children.
- Aamir Khan being the brand ambassador of Vedantu portrays wonderfully the role of an interested father and gives the character its own charm.
- The TV ad is very attractive and linked to a fun, jingle-filled learning experience.



2.Khan Academy

Founded in 2006, the Khan Academy is one of the biggest competitors. Established by Sal Khan, The Khan Academy is an American non-profit online Education Organization. All the Resources on the Khan Academy Website are Available for Free of Cost. Khan Academy Produces Short videos in Different Fields to Educate Students.

As Khan Academy is a Non-Profit Organization, Khan Academy is Mostly Funded by donations charitable Organizations. Khan Academy Websites Essentially provide Free Educational Videos that are hosted on YouTube. All the Khan Academy Lesson Videos have been translated into several languages which Makes it one of the biggest competitors in India.

Reason behind the name khan academy

The organization started in 2005 when Salman "Sal" Khan tutored one of his cousins in mathematics on the Internet using a service called [Yahoo! Doodle Images](#). After a while, Khan's other cousins began to use his tutoring service. Due to the demand, Khan decided to make

Positive responses prompted Khan to quit his job in 2009, to focus full-time on creating educational tutorials (then released under the name *Khan Academy*). [Khan Lab School](#), a school founded by Sal Khan and associated with Khan Academy, opened on September 15, 2014, in [Mountain View, California](#). In June 2017, Khan Academy officially launched the Financial Literacy Video Series for college graduates, jobseekers and young professionals.

Khan Academy's website aims to provide a free personalized learning experience, that are built on the videos, hosted on [YouTube](#). The website is meant to be used as a supplement to its videos, because it includes other features such as progress tracking, practice exercises, and teaching tools. The material can also be accessed through mobile applications.



The Learning App from Toppr Has More than 13 Million Users with 17,255,170 Happy Students. India's most valuable EdTech start-up is Planning to Buy its Biggest Competitor Toppr for about \$ 120-150.

Toppr is well known for its faculty. They are announced to be content builders who create questions, concepts, solution for student. Therefore, the company assures the strength of the teachers in their subjective

knowledge. They need to take live classes. They have developed a tremendous useful teaching platform called 'Photon'. The faculty is specially instructed to trace on helping kids with their doubts and homework. Requires strong subject knowledge and communication skills.

The company categorically builds up its values. They aim at making positive difference in the lives of their students and this is what they call as customer happiness. They attempt to hold a proper integrity by maintaining transparency in their processes and commitments. They believe in relentlessness of working hour. They set ambitious targets and work hard towards achieving them. They also hold up the placard: do it today what we could do tomorrow. Efficiency is given an extra role. Toppr tries to find quick and smart solutions for achieving goals. Excellence, empathy, individual nurturing of pupil and openness towards the relationship between a teacher and a student are also given topmost priority.



4. Unacademy

Headquartered in Bangalore, India the Unacademy is one of the Largest Online Learning platforms in India. Unacademy was Originally Created as a YouTube Channel in 2010. The Company was Officially an Educational company in 2015. Unacademy Has investments from Big Firms Like Facebook, General Atlantic, Nexus Ventures, and Flipkart CEO Mr. Kalyan Krishnamurthy. Recently in 2018, the Unacademy also

Acquired WIFI study for \$10 million. The WIFI study is a YouTube Channel that Provides Education for competitive public-sector exams Like SSC, Railways, Banking & More.

Unacademy has a team or Network of 18000 Teachers who Provides Education on Their Platform. The company also provides preparation

material for several professional Examinations in India making it one of the main competitors in India.

Unacademy strategy and competitive advantage

As part of its aggressive marketing strategy, Unacademy makes extensive use of digital marketing (Google, Social Media and OTT platforms such as Netflix, Amazon Prime, etc.), TV commercials, Radio, and out-of-home (OOH) advertising methods such as billboards.

While digital marketing and OTT platforms are the top revenue generators in tier-1 cities, TV and OOH methods of promotion bring in more leads in smaller towns. The company doesn't like to spend much on newspaper ads.

Unacademy follows a freemium business model. In simple terms, unacademy offers some of its basic services for free and charges a subscription-fee for its high-quality content. The pre-recorded classes are free of cost; while the live, interactive sessions with top experts are paid.



5. Udemy

Udemy is an American online Learning Platform Started in 2010. The Udemy online Platform Has More than 155,000 Courses with More than 40 Million Students. Udemy allows Their Educators to build online Courses on their

profession. The instructors can Udemy's course development tools to Create their Course and upload it on the Platform.

Udemy offers courses in Various Niches which Includes Computers, Academics, Art, language, Fitness, the Internet, Music, and More. Depending upon the Educator, the Courses on Udemy can be Free or Paid.

CHAPTER -5

CUSTOMER ANALYSIS

Consumer Attitudes and buying behavior for NISM study course.

The popularity of the internet and recent advances in information technology generated new possibilities for training and education delivered through online learning or e-learning with a variety of electronic devices, applications and services available of teaching and learning has emerged as a vital alternative mode of technique. In the pandemic education in online is a advance technique. Technological changes the rise of social media.

The financial market of any country is considered to be the backbone of its company. In any country whether it is a developing one like India or a developed nation like the United states of America. Without the capital market of that country the economy would have a very hard time to survive would have a very hard time to about the financial market, one cannot entirely focus on a career in the stock market of a country which happens to be one of the highest paying sectors.

Consumers move through Five stages before making purchase decisions:

1. Problem or Need recognition (Here it may be good for career or need for future goals.)
2. Information search (Accusing some suggestion from senior or family relatives and friend)
3. Alternative evaluation (where the course teaching better in online platforms)
4. Outlet selection of courses and purchase (Final purchase)
5. Post – Purchase evaluation (After learnings the course what benefits they found)

Enrollment into short term courses such as finance related topics makes a great deal which when complemented with the right set of practical experiences will open to plethora of job opportunities with a great pay as well. This is an exclusive training program that prepares

a candidate for certification from certifying bodies such as NISM which is a minimum requirement for anybody who is looking to purchase a career in finance sector.

NISM course Purchasing Decision Goals.

Similar to general consumer decision making process as mentioned in the previous section. NISM course purchasing decisions process can be divided in to four steps which are planning and research, purchase for course, course selection and learning experience by understanding key drivers of students course purchasing decision, companies are able to build market share and enhance revenue through marketing, advertising and promotion.

The first stage planning and research can be referred to need recognition and information search stage in this stage students research about the course benefits and future experience the finding shown that most study course are planned before it make purchase. The main reasons for purchasing are to future knowledge and takes knowledge about financial market. They also presented that consumers conducted research when they decided to purchase online platform is the place where any student can gain knowledge from anywhere in the world. The second stage is purchasing the course which includes searching for information and to see alternative options. The third stage includes final selection and purchase and final considers the post purchase evaluation.

Quality of the instructor and satisfaction of the students

Quality of instructor with high fanaticism on student's learning has a positive impact on their satisfaction. Quality of instructor is one of the most critical measures for student satisfaction, leading to the education process's outcome. Suppose the teacher delivers the course effectively and influence the students to do better in their studies. In that case, this process leads to student satisfaction and enhances the learning process. Furthermore, understanding the need of learner by the instructor also ensures student satisfaction. Hence the hypothesis that the quality of

instructor significantly affects the satisfaction of the students was included in this study.

Course design and satisfaction of students

The course's technological design is highly persuading the students' learning and satisfaction through their course expectations. Active course design indicates the students' effective outcomes compared to the traditional design. Learning style is essential for effective course design. While creating an online course design, it is essential to keep in mind that we generate an experience for students with different learning styles. Similarly, highlighted that the course design attributes could be developed and employed to enhance student success. Hence the hypothesis that the course design significantly affects students' satisfaction was included in this study.

Prompt feedback and satisfaction of students

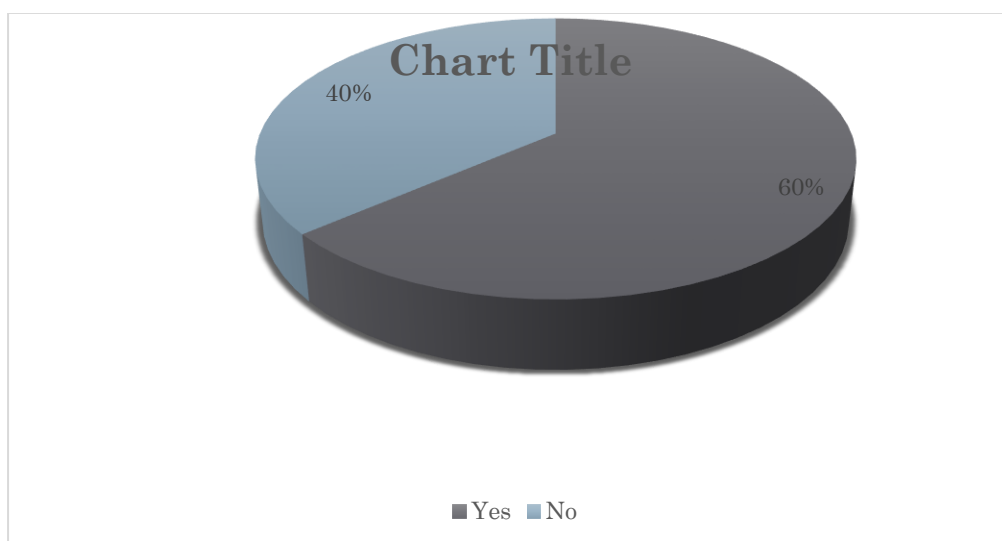
The emphasis in this study is to understand the influence of prompt feedback on satisfaction. Feedback gives the information about the students' effective performance. Prompt feedback enhances student learning experience and boosts satisfaction. Prompt feedback is the self-evaluation tool for the students by which they can improve their performance. Eraut highlighted the impact of feedback on future practice and student learning development. Good feedback practice is beneficial for student learning and teachers to improve students' learning experience. Hence the hypothesis that prompt feedback significantly affects satisfaction was included in this study.

CHAPTER-6

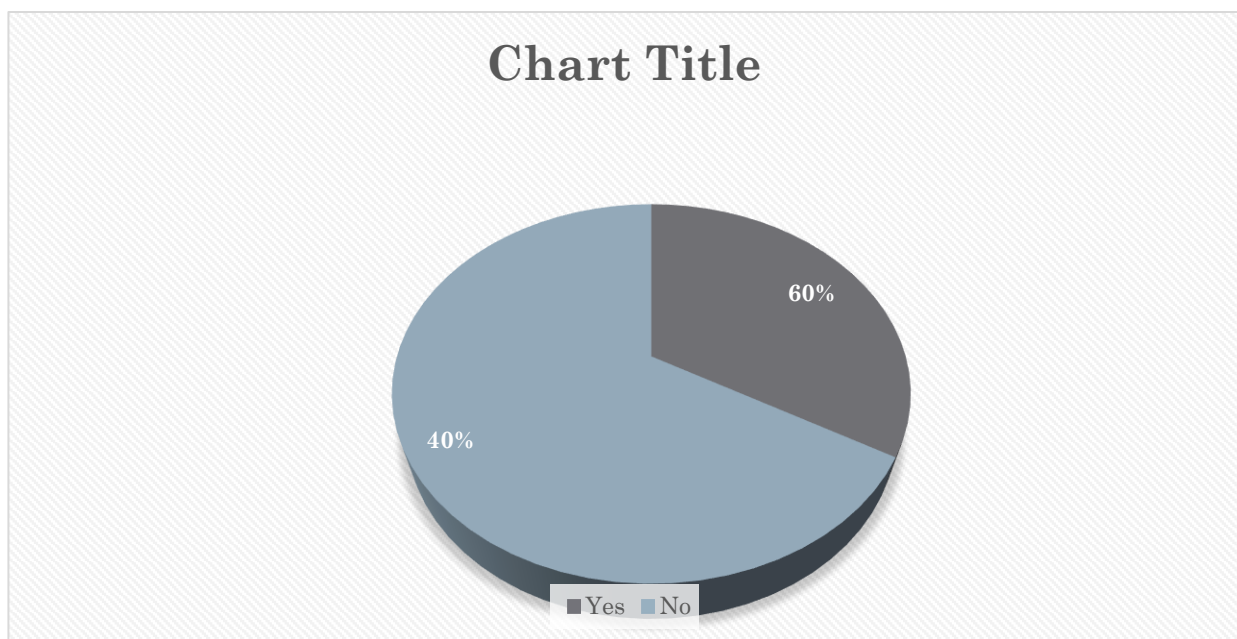
DATA ANALYSIS AND INTERPRETATION

Particulars	Frequency	%
Offline/ Traditional Education (Ex. On-Campus, School and Physically Involved)	4	40%
Online/E-Learning Education (Ex. Non- Physical, Virtual Environment)	6	60%
Total	10	100%

Q.1 DO YOU PREFER ONLINE EDUCATION?



Q.2 DO YOU THINK ONLINE COURSES IS AN EFFECTIVE WAY OF LEARNING?



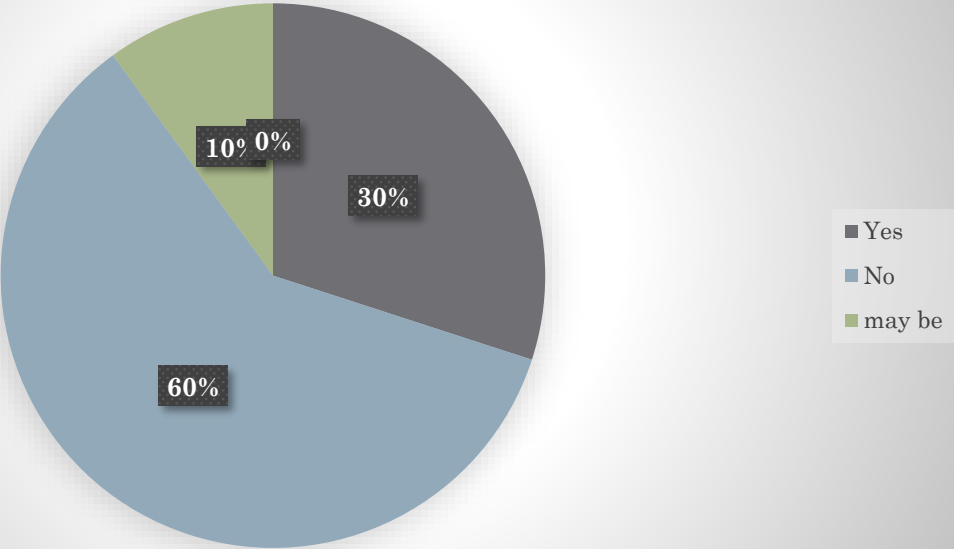
Q.3 ONLINE EDUCATION IS EFFECTIVE BECAUSE: -

Particular	Frequency	%
Yes	5	50%
NO	4	40%
May be	1	10%
TOTAL	10	100%
	10	100%

Q.4 DO YOU THINK ONLINE EDUCATION WILL HELP STUDENTS TO GAIN MORE KNOWLEDGE THAN TRADITIONAL EDUCATION?

Particular	Frequency	%
Yes	3	30%
NO	6	60%
May be	1	10%
Total	10	100%

Chart Title



CHAPTER-7

FINDING AND RECOMMENDATIONS

- Most people in research are aware about online education and people are more interested in offline education rather than online education.
- In our research most of the people preferred offline education, but 40% of the people are interested in online education.
- Only few people think that online education is an effective way of learning and most people preferred offline education only.
- The respondent who thinks that the online is an effective way learning they give reasons like offer an interactive mode of education, ease of access of information and enable learning at anywhere and anytime.
- Those who think online education is not an effective way of learning they give reasons like student need to feel contacted to their school, lack of interaction between classmate and instructor and lack of real time and lack of real time feedback to question and assignment these are the main reasons.

Some of the suggestion we got from our respondent: -

- The classroom environment will help student to grow.
- May be this way is the great opportunity for those who should keep the education and knowledge.
- Online education is a great platform for the people who are not able to complete their studies which they have left due to some reason so, for them online education is the good thing to learn.
- Online education is easy to capture at anytime, anywhere and any subject will be learning the most part of online education.
- Online education will help the student to learn perfectly with giving more knowledge.

CHAPTER-8

CONCLUSION

In the conclusion, during this study and research getting the observation online study are technical skill. But it is not effective as compare to the offline study. Online learning is better the unique situation like COVID - 19 recently running around the world. The student and teacher's perception for online study is not good in skill and practical knowledge. We could not deny that technique of learning will be change quicker. However, that we felt that traditional teaching and learning are better, but technology change it. Teacher should always formulate themselves for the changing ways of teaching. They desire to be creative and find the effective technique in teaching their students. Online learning is harmful effect for student success. It has various aids over the traditional performances of learning. A lot of the students are fascinated because of it flexible, even though they need pay for the cost to use the internet.

While online learning lack of infrastructure and hardware facilities on the reliability of the online learning and no or less skill of computer base knowledge. Online learning is not focus or serious learning as compare to traditional method or offline system. Most of students are disagree for the online learning that felt that is only way to avoid the gap of study during pandemic situation or nothing.

According to descriptive study, we find the teacher or students are totally different view about the online learning. But according to pandemic situation both teacher and student have same opinion for the interaction between them. Study said that, student feel boredom and

distracted by the online learning according to the pandemic situation. They are disagreeing for continuation of online learning in future.

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THANK YOU

