

SUMMER INTERNSHIP REPORT 2021

A STUDY ON MARKETING STRATEGIES ADOPTED BY GTM & SONS FOR ONLINE EDUCATION COURSES

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

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2020-22

FACULTY GUIDE

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Technology & Management Studies**

CERTIFICATE OF INTERNAL GUIDE

This to certify that the project work titled, “**A Study on marketing Strategies adopted by GTM & Sons for online education courses**” is a bonafide work of Reshmi Parween Regd.No-2006258164 carried out in partial fulfillment for the award of degree of Masters in Business Administration for the session (2020-2022) of **Biju Patnaik University of Technology**, Odisha under my guidance. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other university/institution.

Date:
Place: Bhubaneswar

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CERTIFICATE OF EXTERNAL GUIDE

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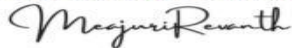
Date- 09- August-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Reshmi Parween has completed her internship training sessions as a "Management Trainee" at GTM & Sons Advisory Pvt Ltd, Hyderabad, for a duration of 60 days in the field of Sales and Marketing during the tenure.

We wish the candidate a successful and glorious career.

GTM & Sons Advisory Pvt Ltd



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DATE-

DECLARATION

I do here by declare that the project work titled “ **A Study on marketing Strategies adopted by GTM & Sons for online education courses** ” submitted to **Biju Patnaik Institute of IT & Management Studies (BIITM)** affiliated to **Biju Patnaik University of Technology(BPUT)** , is a record of research work done by me under the guidance of **Dr. Neha Gupta Assistant Professor, BIITM**, in partial fulfillment of requirement for the award of Master in Business Administration.

I also declare that this report has not been submitted previously by me, fully or partially for the award of any degree or recognition.

Date:
Place: Bhubaneswar

Signature of Student
Registration No:-2006258164

ACKNOWLEDGEMENT

It is really a great pleasure to have this opportunity to express the feeling of gratitude imprisoned in the deepest core of my heart. It is not possible to prepare a project report without the assistance & encouragement of other people. This once is certainly no exception. On the very outset of this report, I would like to extend my sincere obligation towards all the personages who helped me in this endeavor. Without their active guidance I would not have made head way in the project.

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I must also express my deepest gratitude to **Dr. P. K. Tripathy, the principal, BIITM**, and all the faculty council of BIITM, for their timely help as and when required.

I cannot conclude this acknowledgement without thanking my family, relatives, acquaintances and friends who offered their valuable cooperation to me at every stage in the research and project report.

DATE :

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Chapter-1

INTRODUCTION

RESEARCH DESIGN

Title of the research topic: - A Study On Marketing Strategies Adopted By Gtm & SONS For Online Education Courses.

Objectives of Study: -

- To study the marketing strategies adopted by Gtm & Sons
- To find out the various scheme and offers rolled out from time to time.
- To determine various competitors available in market for online education.

RESEARCH METHODOLOGY:-

Data collection: -

Primary Data

- Primary data is information collected through original or first-hand research .
- Data is collected through interview process with unstructured process.
- Data is collected through interaction with customer according to their view.

•Secondary Data

- Secondary data is information which has been collected in the past by someone else.
- To know the future scope of online education.
- For example, researching the internet, articles and company website, company record , brochure etc.

LIMITATIONS :

- The content is partially retrieved from sources like internet, previous surveys report and some anonymous articles.
- 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. • Some part of the target population chose not to respond.

Chapter-2

INDUSTRY ANALYSIS

E-Learning Companies In India

The E-Learning companies in India have experienced exponential growth over the past two to five years. Some of the primary factors driving the E-Learning market are internet ubiquity, growth of smart phone penetration, and Digital-Friendly Government programs such as ‘Digital India’ and ‘Skill India’ to promote digital literacy. Moreover, Online skill enhancement courses are 53% cheaper than offline alternatives.

India is an ideal destination to invest in the online education business. Despite the corona virus outbreak, the Edtech industry has grown rapidly. In the last 24 months, 435 E-Learning start-ups have been founded in India and are expected to grow 8 to 10 times in the 5 years owing to the repercussions of the pandemic.

As the Indian economy strives to achieve its vision of \$5 trillion GDP by 2022, all the sectors are expected to experience unprecedented growth. The consulting industry reached \$11.5 billion by the end of 2017, averaging an annual increase of just 7% from 2013. Since then, the industry has been compounding a whopping 30% annual growth rate and is set to become a \$3.8 billion industry by the end of 2020.

Major players in E- Learning Industry

1. upGrad — Mumbai-based startup, is bringing the best out of the online education segment. upGrad has tied up with world-class institutes to facilitate access to career-oriented courses and assist Indian students and working professionals who want to upgrade their careers. upGrad Education Pvt. Ltd. is an online higher education company that provides programs in the areas of data, technology, and management to college students, first-time job seekers, and working professionals and empowers them to reach their peak potential.

2. Edukart - EduKart is India’s leading education marketplace, offering education seekers a platform to choose and enroll from 2000+ courses in degree, diploma, certificate, entrance coaching, and K12 categories. Explore courses ranging from degree programs such as MBA, PGDM, MCA, MA, MCom, MSc, BBA, BCA, BA, BCom and BSc to Industry certifications in areas of Digital Marketing, IT, Big Data, Finance, Law & Health to preparatory courses for IIT JEE, AIPMT, CAT, IAS entrance exams and many more.

3. Udemy - Udemy, Inc. is a for-profit massive open online course (MOOC) provider aimed at professional adults and students. It was founded in May 2010 by Eren Bali, Gagan Biyani, and Oktay Caglar. As of September of 2021, the platform has more than 46 million

students, 175,000 courses, and 60,000 instructors teaching courses in over 75 languages. There have been over 644 million course enrollments. Students take courses primarily to improve job-related skills. Some courses generate credit toward technical certification. Udemy has made a special effort to attract corporate trainers seeking to create coursework for employees of their company.

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. **Find And Study Your Target Audience :-** Before you work on developing an app or website for your eLearning platform, you should analyze your audience.

Think hard about what your niche is and ask the questions:

- Who do I want to target?
- How can I possibly improve the skills and knowledge of users coming on your platform?
- How will technology help them engage?
- What are people interested in learning or what interests them?
- What will the age group and their demographic attributes be?

Once you have the answers to these questions, you will be able to make a road map based on your requirements and needs.

2. Engage Good Educators

Once you have the content, make sure it is delivered by skilled educators. You can partner with teachers from different countries to create a unique brand image (e.g., a French teacher for French language classes). Try to get teachers who are the best in their field on board; this will serve as an additional marketing tool. For example, MasterClass hosts prominent teachers like Marc Jacobs, Jane Goodall, Margaret Atwood, Armin van Buuren, Steve Martin, Anna Wintour, and many more. They are experienced and top experts in their field.

3. Make Sure Your UI Is User-Friendly

Visuals always speak louder than words. The usability of your eLearning space and its User Interface can make or break your platform. Make sure you follow a minimalistic theme with easily-accessible interface elements. Try to keep it simple, as students might get distracted if there are a lot of unnecessary elements on the screen.

4. Use A Multi-Language Approach

If your platform is on an international level, then you have to follow a multi-lingual approach. People are more comfortable using their native language. If you provide the ability to switch between languages, then the platform may grow into something bigger than you expected.

5. Promote Your eLearning Platform

Online promotion is one of the main aspects of any business in this modern world. Promotional strategies for online marketing via social media channels, SEO, SMM, etc. will help build your brand image and reach out to the masses. But apart from that, you should include both online and offline approaches.

6. Pre sell 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 .

7. Create a free mini course

Take certain sections or concepts from your main course and publish them in a mini course. Give away your mini course for free, and at the end of your course invite your students to purchase your main course if they want to dive deeper into your topic. This strategy gives your potential students a risk-free way to learn from you before they decide to purchase your main course

Managing and successfully running an eLearning platform requires lots of attention. Studying your niche market will help you understand what you need in order to make sure that you provide valuable content to your target audience.

Porters Five Forces Analysis For E- Learning Industry In India



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 has to manage all these challenges and build effective barriers to safeguard its competitive edge.

How E- Learning Industry 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.

2. 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 E – Learning Industry 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 lessons Online Education Group can learn from UPGRAD and UDEMY 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 UPGRAD and UDEMY.

3. 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 E – Learning Industry 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.

4. 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.

5. 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 E- Learning Industry

By analyzing Porter's Five Forces in a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine strategy.

Chapter-3

COMPANY ANALYSIS

E- Learning

Today, when people say “eLearning”, they’re referring to training on any digital device. Comparing eLearning to traditional education methods is like comparing e-book formats to paper books. However, it is always available as long as you have your digital device with you, and thus, it’s more convenient.

Convenience is one of the main reasons people love e-Learning. Another reason is that you can customize your learning experience with other novelties, like augmented reality and virtual reality (people love new technologies!). For example, with VR courses, warehouse and construction site workers receive safety training, and medical students learn how to locate bones and blood vessels.

Company Profile

gtm&sons
advisory pvt ltd.

Gtm & Sons Advisory Private Limited is an unlisted private company incorporated on 06 November, 2020. It is classified as a private limited company and is located in Hyderabad, Telangana. Gtm And Sons Advisory Private Limited has three directors – Subreen Zubair, the Founder and Chairman of the company. Ms. Swetha C Iyer, the CEO and Mr. Roberts Revanth Meajuri, the CHRO of the company. The organization's focus is on combining all marketing and sales efforts and tactics in order to expand the business organically. Sales support, client acquisition, marketing consultation. Opportunity evaluation and strategic consulting are some of their offerings. The company uses a unique approach and procedures to deliver their services, resulting in higher-grade efficiency.

FOUNDATION

While our country's economic development is on the rise and is receiving accolades, there is a chronic problem persisting since time immemorial- "inequality and inequity"

Inequality has been on a sharp rise for the last three decades and more. The Indian societies have already been fractured due to division on the basis of caste, creed, region and religion. The rich are getting richer on account of inheritance and capitalism while the poor are getting poorer struggling to earn one square meal for themselves. As a consequence, it has been noticed that a lack of awareness and access to basic health services has further pushed the poor below the belt.

Education is the most basic requirement for a decent level of development of the humans. GTM and Sons Foundation, in the pursuit of making world a better place, we will be giving a share of our efforts towards making education accessible and affordable for all the citizens.

Company Structure:

As per the by-laws of the society, the company's management invested with the Three Directors of the company, namely, Ms. Swetha C Iyer - CEO, Mr. Roberts Revanth Meajuri – CHRO and Mrs. Subreen Zubair- Founder and Chairman of the company.

The clients of GTM AND SONS include:

- Cambridge University Press
- Digit General Insurance
- Educational Institutions

Be it anything, change is the only constant. The market is constantly changing at breakneck pace. Regardless of the hurdles, every company's business situation is rapidly changing. As a result, it's critical to implement a fully integrated marketing, sales, strategy and entire business development process. Their services are a combination of old and innovative tactics. The efficiency with which a company's techniques are combined with a seamless adaption of new ones to propel it to new heights.

Aim of GTM and SONS

Better Employment

With education comes broader set of employment opportunities. The development of an individual and the progress of a nation depend on quality of education delivered with right approach.

Increased awareness

By increasing awareness and concern, basic education encourages helps one understand and differentiate between the good and bad and therefore better utilization of services.

Increase in the quality of life

As education is directly linked to better occupational prospects and therefore higher income levels, it invariably has a positive impact on the person's quality of life.

Contribution to the economy

A country's economy grows better and faster with participation of a greater number of educated and skilled workforce as they increase efficiency and effectiveness.

Services

Change is the only constant when it comes to anything. The market undergoes changes at a neck-breaking speed. Subsequently companies face challenges such as-

- competition
- evolving technology adoption
- Lack of professional expertise

Irrespective of the challenges, the market landscape of the companies changes at a rapid pace. Therefore, it's imperative to bring in an all-integrated process in Marketing, sales, strategy and overall business development.

We work very closely with our clients in order to direct all the promotional efforts in an integrated and closed loop manner thereby realising the value for money. 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 make a business climb up to a higher ground.

Sales Consulting

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.

We help clients to achieve new heights by leveraging our expertise of revenue growth, process optimization, value positioning, objection handling, sales closures and demand generations. The USP is our people with process-oriented minds behind the execution.

ABOUT Gtm & Sons PRODUCTS - Financial Literacy

India with a population of over 1.36 billion has nearly 0.8 billion in the working age. By the year 2026, it is expected that around 64% of the total population will be in the working age. Financial literacy of this talent pool is extremely vital for attaining good productivity thereby linked to our country's economic growth. Without it, an individual's financial decisions and the actions taken—or not taken—lack a solid foundation for success. And this can have dire consequences-

- People do not expect to have enough money to retire comfortably.
- Credit card debt has reached its highest point ever.
- Unable to afford an emergency expense.

Financial inclusion is an outcome of financial literacy. In this program, we prepare the youth of our country with content in specific reference to financial markets, investments, flow of money and so on. We have courses ranging from the basics to the specialized advance level courses for instance- derivatives- Equity & Currency, Mutual Funds origin, Distribution and so on.

Our courses have been designed in ways to make candidates self-reliant thereby complementing our Prime Minister's concept of Aatmanirbhar Bharat.

- **Basics of Financial Markets**

This program intends to cover the topics encompassing the basics of financial markets. Our program provides the right platform to build knowledge and skills required to enter, explore and progress in financial market segment. (**Rs 9999**)

- **Risk Management & Operations**

This program intends to cover the topics encompassing the operations involved in Securities broking firms & various risk management strategies adopted by firms. Our program facilitates the enhancement of knowledge and skills required to enter, explore and progress in securities market segment. **(Rs 9999)**

- **Basics of Financial Markets -II**

This Program is an advanced version of the basics of financial markets and covers in depth details about investment advisory and related services in the financial services industry. It helps candidates know the aspects of insurance, retirement & estate planning, insurance products and risk management and the taxation aspects of different financial securities. **(Rs 9999)**

- **Financial Market Landscape**

This program encompasses three modules covering topics around financial market segments, risk management, operational aspects and so on with each having an individual Government recognized certification. This combination opens door to variety of career options including one that paves way to entrepreneurship with minimal capital and validates the knowledge and skills required to enter, explore and progress in financial market segments. **(Rs 24999)**

Clients Of Gtm & Sons

Cambridge University Press

Cambridge University Press is part of the University of Cambridge with a mission to unlock people's potential with the best learning and research solutions. We are working with Cambridge University press as our knowledge partner.

Financial Literacy For Students and working Professionalism

With the BFSI being one of the fast-growing sectors in terms of employment opportunities, it is therefore imperative for one to be sufficient in terms of knowledge and skills. Our programs encompass the requisite knowledge and skills required to tap the abundant and exciting career options.

Educational Institution

It also work with educational institutions like schools and colleges that are currently associated with over a number of Business schools, degree colleges and junior colleges across AP, Telangana, West Bengal, Maharashtra, Delhi NCR, Karnataka Tamil nadu and Chattisgarh for career development and capacity development services.

SWOT Analysis of GTM & SONS

Strength of GTM and SONS

- **Cost:** Here the cost is very reasonable of the course and any person can buy it.
- **Team work:** The team work is well possessed to achieve the goal of the organization. The team help people to know about the course which they have provided.
- **Company product:** It provide finance course and English literacy course which is benefited to the people.

Weakness of GTM and SONS

- **Risk:** Most startups fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a startup's strategic vision. So they either fail to seize market opportunities or overestimate their sales projections. High risk also hinders a startup's ability to attract experienced and competent staff.
- **Stress:** We did mention that working for a start up is fun, but it could also become very stressful. Low compensation, many responsibilities and long working hours are more or Less expected add legal prosecution, imminent business failure, and screaming customers and work becomes unbearable.

Opportunities of GTM and SONS

- **Online :** As in physical way no can do classes as they might be busy in their own work but in online many people can do the course from anywhere they want.
- **Market capture:** As it a start- up company it can capture the market well enough by providing unique course to the people and focusing more on student.

Threats of GTM and SONS

- **Other online class:** There are other online educations that provide online platform to the people. So the start-up company has to upgrade them.

Corporate Social Responsibility by Gtm & Sons

1. Better Employment

With education comes broader set of employment opportunities. The development of an individual and the progress of a nation depend on quality of education delivered with right approach.

2. Increased awareness

By increasing awareness and concern, basic education encourages helps one understand and differentiate between the good and bad and therefore better utilization of services.

3. Increase in the quality of life

As education is directly linked to better occupational prospects and therefore higher income levels, it invariably has a positive impact on the person's quality of life.

4. Contribution to the economy

A country's economy grows better and faster with participation of a greater number of educated and skilled workforce as they increase efficiency and effectiveness.

Marketing Mix (the 4 P's) adopted by GTM & SONS:

1. Promotion:

The company uses many promotional activities like advertisement, offers and discounts for sales improvement some of the major strategies used by GTM & SONS are as follows:

- Positive word of mouth found to be one of the best tools for promotion.
- Outdoor advertising in form of print like hoarding, banner.
- Digital technology is also used such as e-mail, SMS and social media

• **Exchange offers:** Exchange Promo code can be applied during the checkout while purchasing select online courses. GTM & SONS team contact customer for pickup of old online course once the order is placed successfully. Ordered courses using Exchange voucher code will only be delivered post successful pick up of Old online courses from customer's location. For Exchange offer to be valid, customer will have to exchange old product of same category. (For example- If a customer wants to buy a NISM COURSE using Exchange offer then old course should also be other course. Additional 500 shipping charges applicable on Exchange course for pickup of new courses.

- **Discount offers:** All users who are NOT participating in Exchange offer by replacing old courses are eligible for Flat 10% Discount on order value on select courses. Up to 40% off on Entire Range & Flat 10% off on select courses.

2. Products & Services

GTM & SONS provides a wide variety of product & services starting from the range 1499, one can get everything thing related to their accounts courses which are available on the websites.

- It brings you a wide range of courses that is designed specially, keeping in mind the customer needs.
- The tangible product deliver by GTM & SONS are various certificates that are issued by completion of course.
- The intangible product offered by GTM & SONS are knowledge, skills and experience.
- For example.
- **Exchange offers:** Exchange Promo code can be applied during the checkout while purchasing select online courses. GTM & SONS team contact customer for pickup of old online course once the order is placed successfully. Ordered courses using Exchange voucher code will only be delivered post successful pick up of Old online courses from customer 's location. For Exchange offer to be valid, customer will have to exchange old product of same category. (For example- If a customer wants to buy a NISM COURSE using Exchange offer then old course should also be other course. Additional 500 shipping charges applicable on Exchange course for pickup of new courses.
- **Discount offers:** All users who are NOT participating in Exchange offer by replacing old courses are eligible for Flat 10% Discount on order value on select courses. Up to 40% off on Entire Range & Flat 10% off on select courses.

Courses offered by the organization are: -

- a. English courses.
- b. NISM courses for accountancy.

3. Price-

- All though focusing has been bringing the latest courses to Indian student but the price of the courses available at GTM & SONS are quite expensive when compared to other online courses in the market.
- The organization should provide courses at low price so that every candidate can avail that courses easily for their future purpose.
- Here price reflect the quality of service provided by the organization.
For e.g.: - the price of NISM course is 1499.

4. Place-

- From NISM courses to ENGLISH courses are provided online and can be attended through anywhere they can avail it. Keeping pace with the dynamic world, we have maintained a strong web presence with prompt online services also.

Chapter-4

COMPETITOR ANALYSIS

Some Of The Major Competitors For GTM & SONS



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. Company Launched Their Mobile App for IOS and Android in 2013 & 2014 Respectively. The Mobile App Allows the Students to Directly take the Class from Their Mobile Devices. The IOS App of Udemy was Downloaded More than 1 Million Times within 1 year of Launch.

Reason behind the name UDEMY –

Udemy Co-founder Eren Bali is living proof of the new-age possibilities. Growing up in the small Turkish village of Durulova, his options for education were limited to a one-room school—at least until his family got a computer. Then he took it upon himself to learn chess and mathematics. More important, he saw it as an opportunity to bring online learning to others.

In 2010, Bali, along with co-founders Oktay Caglar and Gagan Biyani, launched Udemy with a single purpose: to improve lives through accessible education. Though most of the courses are aimed at professional adults, it's Udemy's openness that separates it from other learning systems, like Udacity or Khan Academy. Through Udemy, experts of any kind – instead of just academics – can create courses for public consumption.

Udemy vs its Competitors

Ownership of material –

Udemy's policy is pretty clear we own our material as instructors. Try and delete a course and you will see it can be done (obviously existing students still have access to the content). On other platforms maintaining the integrity of my content has been a massive headache for me to do, especially when I tried to remove my courses from their platform once I found that they were the source of pirated content (thanks to watermarking my courses).

Subscription vs Course Purchasing Model –

Excluding UFB, Udemy's model is based on students purchasing specific courses and distributing the relevant income accordingly. There are other platforms that compete with Udemy using a subscription based model and pay instructors pro-rata based on number of minutes watched. This model makes it extremely difficult to gauge success, forecast income and strategically position yourself as an instructor.

Link buster Support –

Udemy has a helpful guide and links to link buster where you can report links to pirated content so that they are removed from Google search results. This is a great tool and I have used this many times.



Launched in April 2012, Coursera is an American Online learning Platform offering online Courses, Degrees, and specializations. Coursera operates with Different universities to Provide online Courses and Degrees. They Have Raised initial \$16 million funding by Kleiner Perkins Caufield & Byers and New Enterprise Associates.

In 2019, the overall valuation of the Company was Around \$1 billion+. In Total Coursera has partnered with 200 Universities in 29 Countries.

Product and services

- **Courses**

Coursera courses last approximately four to twelve weeks, with one to two hours of video lectures a week. These courses provide quizzes, weekly exercises, peer-graded and reviewed assignments, an optional Honors assignment, and sometimes a final project or exam to complete the course. Courses are also provided on-demand, in which case users can take their time in completing the course with all of the material available at once. As of May 2015, Coursera offered 104 on-demand courses. They also provide guided projects which are short 2-3 hour projects that can be done at home.

According to 'Coursera Impact Report 2020', the top five most popular courses that people learn from Coursera were contact tracing, digital marketing, project management, Python programming, and social psychology.

- **Degrees**

As of 2017, Coursera offers full master's degrees. They first started with Master's in Innovation and Entrepreneurship (OMIE) from HEC Paris and Master's of Accounting (iMSA) from the University of Illinois but have moved on to offer Master of Computer Science in Data Science and Master of Business Administration (iMBA), both from University of Illinois.[48] Also as part of their MBA programs, there are some courses which are offered separately, which are included in the curriculum of certain MBAs when enrolling in classes such as their digital marketing courses.

- **Professional certificate**

Google, IBM Facebook and other well-known companies, launched various courses for professional certificates, allowing students to fill the workforce in various sectors, such as IT support, Digital marketing, UX design, project management, Data Analysis, Data science and more. According to Google, their courses are equivalent to 4 year degrees. They also offered 10,000 scholarships. Google and its 20+ partners will accept those certificates as 4-year degree equivalent.

EduKart.com

India's Leading Online Education Portal

Edukart.com an online education portal has taken franchise route with the launch of its first master franchisee Ganesham Skills Academy in Rajasthan. On its expansion Ishan Gupta, CEO, EduKart.com said: “We are planning to have more and more franchising networks all across the country. Ganesham Skills Academy will be selling the CDs of our courses, launching training centres which would be powered by EduKart.com courses and also enrolling franchisees.”

EduKart is an Indian higher education enrollment platform. Indian and international course providers offer programs such as MBA, Executive MBA, MCA, MSc IT, MA, M.Com, BA, BCom BBA, BCA and BSc IT on the company platform. The courses are available as distance learning and online courses. It also features certificate courses in areas of retail, finance, telecom, digital marketing, programming languages, project management, and information technology.

EduKart offers degrees, diploma, and certificate courses from universities, institutions, and industry bodies, besides some certifications created by its team.

Competitors Analysis of GTM & SONS

The internet has made it easier than ever to access the world's knowledge from the comfort of your home, which opens up a new realm of possibilities called online learning. Online learning, also known as eLearning or online education, is exactly what it sounds like: education served to students by means of the internet and electronic devices.

In this , we analyze the online education industry with the help of the PESTLE model, which looks at the Political, Economic, Socio-cultural, Technological, Legal, and Environmental factors at play in this space.

- **Political** - Restricted internet access.
- **Economic** - Affordability of online education , High initial cost.
- **Socio-cultural** - Lack of human interaction .

- **Technological-** Access to electronic devices, Internet connectivity.
- **Legal** - Cooperation from publishers
- **Environmental-** Change in energy consumption , Decrease in paper waste.

A. Political Analysis -

- Restricted internet access

This makes providing an online learning experience significantly more difficult, since the learning materials have to be hosted in the appropriate country and must meet local regulations. Some jurisdictions have more specific internet regulations, which broadly permit online education, but prohibit the distribution of certain materials such as maps (especially of disputed territories).

B. Economic Analysis -

Here are two Economic factors at play in online learning:

- Affordability of online education

Generally speaking, online education is an affordable alternative to regular education, since it doesn't require the live presence of teaching staff. Also, it's incredibly easy to distribute digital materials, since there is zero manufacturing or shipping cost to account for from copy to copy. As such, providers of online education can sell their learning materials at extremely low prices, while still ensuring a healthy profit for themselves.

- High initial cost

Despite being a cheaper alternative to traditional education in the long term, there is a comparatively high upfront cost associated with online learning. This is because every student needs access to an electronic device in order to consume digital materials. In developed countries, this is hardly a problem, since many students already own electronic devices or could easily afford them. In developing countries, the high cost of laptops and smartphones may be prohibitive. Thankfully, the cost of electronic devices is following a sure downtrend.

C. Socio-cultural Analysis -

Here are the Sociocultural factors which impact online learning:

- Lack of human interaction

Despite being an extremely efficient way to learn, online education has the downside of reducing human interaction. Students who go to a physical school every day interact face to face with fellow alumni, school staff, and various other individuals such as those they meet in their commute. Those who learn from behind an electronic display lose this

human interaction, which likely plays an important role in social development and mental health.

D. Technological Analysis -

Here are some of the Technological factors affecting online learning:

- Access to electronic devices

As touched on in the Economic portion of this PESTLE analysis, access to electronic devices is a major constraint in online education. Not all students have electronic devices, especially in developing countries, so they would be unable to even use the online learning materials. In some cases, electronic devices may be available, but of too poor quality (e.g. too slow) to ensure a positive learning experience.

- Internet connectivity

Another major technological barrier to online education is internet connectivity. Even if students have a sufficiently powerful electronic device to consume digital educational materials, they still need to be able to access those materials via the web. In poorer areas — and equally, in rural areas with limited internet infrastructure — lack of internet access can single-handedly prevent the rollout of online education.

E. Legal Analysis -

Here are the Legal factors which affect online learning:

- Cooperation from publishers

Effective online learning requires significant cooperation from educational publishers, who often have strict rules on how their learning materials can be distributed. For example, almost all traditional textbooks cannot be shared digitally. As such, educational providers would have to use the resources of specialist, online-friendly publishers, or request special permission from traditional publishers (which is nigh on impossible).

F. Environmental Analysis -

Here are two Environmental factors at play in online learning:

- Change in energy consumption

From an environmental perspective, widespread online education definitely requires the electricity to power hundreds of millions of devices around the world for longer periods of the day. However, it's important to remember that running physical schools uses energy too, especially in lighting and heating premises. It's unclear what the net effect of a transition to online education would be.

- Decrease in paper waste

Despite having pros and cons for energy consumption, a shift to online learning would most certainly decrease paper waste. Think of the hundreds of millions — if not billions — of school textbooks which are discarded every year. With digital learning materials, there's nothing to get rid of at the end of the school year!

Chapter-5

CUSTOMER ANALYSIS

Customer analysis combines qualitative and quantitative research methods with the goal of better understanding of your customer base. Knowing what makes your customers tick means you'll be able to cater to their specific needs.

Customer analysis typically moves through the following stages:

- Identifying who your customers are.
- Discovering their needs and their pain points.
- Grouping customers according to similar traits and behaviors.
- Creating a profile of your ideal customer(s).

CUSTOMER SEGMENTATION –

By segmenting your customers, you'll be able to differentiate between customers and focus your marketing efforts on specific groups.

Customers are typically segmented into the following categories:

- **Demographic:** Age (18-55),
Gender (male & female)
- **Geographic:** Location- anywhere in india
- **Technographic:** Based on the device/platform a customer is using,
i.e. desktop vs. mobile
- **Value-based:** Value to the company, typically measured by Customer Lifetime Value (CLV). This the amount of profit your company is expected to generate from a single customer over the whole period of their relationship with you.

WHO ARE THE CUSTOMERS-

- **TARGET CUSTOMER-**
School Students, parents, young, adult
- **REFERENCE CUSTOMER –**
Family, friends, neighbours, colleagues.

Chapter-6

FINDING & ANALYSIS

TO ANALYSIS THE MARKETING STRATEGIES ADOPTED BY GTM & SONS

The Indian online learning space has seen a rapid growth in the post-COVID times. Such a staggering growth in the number of users though would be hard to imagine, had it not been for the deadly corona virus outbreak that has brought the entire world on its knees. GTM & SONS an online education hub which is known for its wide variety of courses for competitive exam preparation, too has gained immensely from the situation.

The organization's focus is on combining all marketing and sales efforts and tactics in order to expand the business organically. Sales support, client acquisition, marketing consultation. Opportunity evaluation and strategic consulting are some of their offerings. The company uses a unique approach and procedures to deliver their services, resulting in higher-grade efficiency.

GTM & SONS Pricing Strategy –

- this has subscription model where students are charged based on the tenure of the courses which are categorized as long-term, short-term, micro-courses and crash courses.
- They have pocket-friendly plans at rs.999.

MODE OF PROMOTION –

In Gtm & Sons training puts the students in a position where they become knowledgeable, proactive and competent industry ready candidates. Not only are they ready for the industry but also possess the right skill set and knowledge to make informed and effective finance related decisions thereby making their livelihoods also prosperous.

At GTM & Sons, the finance training Modules are structured to provide a more efficient and interesting learning experience. We provide a more flexible learning approach.

- **Host events-**

Live events help consultants attract the kinds of people that want to do business with them. Some consultants use webinars to gather people from all over the country or the world (here's a list of webinar tools to help you get started). Others host meet ups in their home town. Either way, they bring people together to exchange useful information, demonstrate expertise, and build relationships with potential clients.

- **Webinars -**

A webinar is an online lecture, often recorded with a webcam. The speaker's desktop serves as a blackboard where they can show slides and videos. This format has two benefits. The first is that you can broadcast to thousands of employees at once, and second, your viewers can ask questions and receive answers in real time.

- **ADVERTISEMENT ON SOCIAL MEDIA-**

At Gtm & Sons Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measuremen through social media like whatsapp, instagram, facebook etc.

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Marketing Mix (the 7 P's) adopted by GTM & SONS:

1. Products & Services

GTM & SONS provides a wide variety of product & services starting from the range 1499, one can get everything thing related to their accounts courses which are available on the websites.

- It brings you a wide range of courses that is designed specially, keeping in mind the customer needs.
- The tangible product deliver by GTM & SONS are various certificates that are issued by completion of course.
- The intangible product offered by GTM & SONS are knowledge, skills and experience.
- For example.
- **Exchange offers:** Exchange Promo code can be applied during the checkout while purchasing select online courses. GTM & SONS team contact customer for pickup of old online course once the order is placed successfully. Ordered courses using Exchange voucher code will only be delivered post successful pick up of Old online courses from customer's location. For Exchange offer to be valid, customer will have to exchange old product of same category. (For example- If a customer wants to buy a NISM COURSE using Exchange offer then old course should also be other course. Additional 500 shipping charges applicable on Exchange course for pickup of new courses.
- **Discount offers:** All users who are NOT participating in Exchange offer by replacing old courses are eligible for Flat 10% Discount on order value on select courses. Up to 40% off on Entire Range & Flat 10% off on select courses.

Courses offered by the organization are: -

English courses.
NISM courses for accountancy.

2. Price-

- All though focusing has been bringing the latest courses to Indian student but the price of the courses available at GTM & SONS are quite expensive when compared to other online courses in the market.
- The organization should provide courses at low price so that every candidate can avail that courses easily for their future purpose.
- Here price reflect the quality of service provided by the organization.
For e.g.: - the price of NISM course is 1499.

3.Promotion:

The company uses many promotional activities like advertisement, offers and discounts for sales improvement some of the major strategies used by GTM & SONS are as follows:

- Positive word of mouth found to be one of the besttools for promotion.
- Outdoor advertising in form of print like hording, banner.
- Digital technology is also used such as e-mail, SMS and social media

• **Exchange offers:** Exchange Promo code can be applied during the checkout while purchasing select online courses. GTM & SONS team contact customer for pickup of old online course once the order is placed successfully. Ordered courses using Exchange voucher code will only be delivered post successful pick up of Old online courses from customer 's location. For Exchange offer to be valid, customer will have to exchange old product of same category. (For example- If a customer wants to buy a NISM COURSE using Exchange offer then old course should also be other course. Additional 500 shipping charges applicable on Exchange course for pickup of new courses.

- **Discount offers:** All users who are NOT participating in Exchange offer by replacing old courses are eligible for Flat 10% Discount on order value on select courses. Up to 40% off on Entire Range & Flat 10% off on select courses.

4. Place-

- From NISM courses to ENGLISH courses are provided online and can be attended through anywhere they can avail it. Keeping pace with the dynamic world, we have maintained a strong web presence with prompt online services also.

5.People-

- Here, people mean teaching faculty who are directly or indirectly associated with the service rendered to the student.
- Satisfaction and retention of the student solely depends on the way the teacher deliver their services to the students.
- For e.g: professor, lab assistance, guest lecture.

6.Process –

- The way service provider rendered services to the student, plays a Vitol role in gaining the competitive advantage.
- If the service rendered is hassle free, simple, understandable, student friendly make organization different competitors.
- For e.g: process of teaching, process of learning.

7. Physical Evidence

- It is a Direct sensory of a service that allows a student to measure whether he or she has received adequate facilities by the organization.

FINDING –

- Access to coursework from anywhere at any time.
- Great network opportunities
- Reduced costs

CHALLENGES FACED AND LEARNING FROM THE INTERNSHIP –

Internship challenges do hit hard because it is the first time you are in such an environment and aren't very familiar with work-life issues. Though you could be lucky enough to get a smooth run throughout, there are slight chances that you will escape each one of the internship challenges faced by interns. The good thing is that if you are already aware of these internship challenges, you can handle them better instead of letting it ruin your internship experience.

A.Unnoticed Work

It goes without saying that one does well in any field because they expect recognition. As an intern, might be doing very good but still, find yourself in a position where your part is hardly appreciated. That can clearly be somewhat discouraging.

B.Issues with Time Management / Self-Management

It's your first job kind of experience. Reaching late for classes and late submissions of assignments was tolerated by your college professors. But in a professional workspace it isn't acceptable and hence managing time can be really difficult for you. A balance between work, academics, and personal life also seems to be a challenge.

C. The pressure of completion

There are many differences between working in a College and in a company, between working for a grade and for a client. To my mind, the biggest one is what I would call 'the pressure of completion';

At college I, if ever I have a huge issue that would take too long to solve or whatever, then it is possible – maybe not recommended, but possible – to simply “overlook” some instructions. It just means some points fewer in my final mark!

Whereas in a company, I do not work for myself but for a client. Hence, I can't stop the project when I am satisfied of the result, but when he or she is. And of course, it's simply inconceivable to skip a single instruction or to give the client something not complete! This new stake make the work way more delicate but also much more rewarding to my mind.

LEARNING –

- **How to put my knowledge and skills into practice**

From conducting comprehensive competitor analysis research, to designing a marketing and communication plan, my knowledge of business and marketing theories was transformed into a series of practical techniques and skills that I can now implement in real-life business scenarios, all thanks to my internship.

- **The benefits of networking**

During my internship, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market. This process overall helped me develop my professional network and emphasised the importance of creating these connections. I also connected with most of them via LinkedIn, which is obviously a great networking platform for professionals.

- **How important good communication is**

Communication is the key to success in a professional environment. I learned that it's important to communicate with my manager via phone, email or SMS if I have questions or if I don't know how to work on a task. Asking for help and clarification is better than pretending you've understood what you need to do, no matter what. However, I also found that if you can Google something, then do. Avoiding asking questions if you can find answers elsewhere is part of being a good communicator – keep in mind that everyone's time is valuable. As an intern, good communication will help with productivity, efficiency, engagement and growth.

- **The benefits of taking on feedback**

Asking for and receiving professional feedback is very important. It is essential to take note of both the positive and negative points for the future, so you can grow and excel in your career. I learned that sometimes asking for feedback or receiving feedback is difficult to hear, but it will have a significant impact on your future career and success.

Chapter-7

SUGGESTIONS & CONCLUSIONS

SUGGESTIONS :

- **To provide Demo classes regarding courses available .**
- **To Provide Proper Training to Interns.**

CONCLUSIONS:

- The war among major Indian online learning platforms is getting intense with each passing day. Most of this is because of the fact that students are restricted to their homes and can't step out safely owing to the corona virus pandemic.
- The sole aim of the organization is to create an educational world that is readily available to all. Individually flexible in terms of experience better than community classes and options that the online platform offers, for example, the instructor preference, time schedule and, most notably, study standard.
- Very few advertising done in the urban and remote areas.

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