

# **gtm&sons advisory pvt ltd.**

**A**

**SUMMER INTERNSHIP REPORT ON  
CUSTOMER ACQUISITION  
FOR GTM & SONS PVT. LTD.**

**SUBMITTED TO**

**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT  
STUDIES**

**IN FULFILLMENT OF REQUIREMENT FOR  
MANAGEMENT IN BUSINESS ADMINISTRATION(MBA)  
(2020-22)**

**UNDER THE GUIDENCE OF**

**DR. NEHA GUPTA, MARKETING, BIITM,BBSR**

# CERTIFICATE OF THE GUIDE

This is to certify that the SIP report entitled with the title “*CUSTOMER ACQUISITION FOR GTM & SONS ADVISORY*” is undertaken by Pratyasha raut was conducted under my supervision and guidance. She has collected all the data, done the analysis, interpreted the data and made the report.

**Signature of the Guide**

**Name and Official Address and Place**

**Place:** Bhubaneswar

**Date:**

# DECLARATION

I, **Ms. Pratyasha raut** hereby declare that the SIP work titled “ **CUSTOMER ACQUISITION FOR GTM & SONS ADVISORY**” is the original work done by me and submitted to the Biju Patnaik University of Technology, Odisha, in partial fulfillment of requirement for the award of Master of Business.

Administration is a record of original work done by me under the supervision of **Dr.Neha gupta**

**Pratyasha raut**

Regd. No. 2006258138

**Signature of the student.**

# ACKNOWLEDGEMENT

It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception. On the very outset of this project report, I would like to extend my sincere and heartfelt obligation towards all the personages who have helped me in this endeavour. Without their active guidance, help, cooperation and encouragement, I would not have made headway in the project.

I am ineffably indebted to Mr. MEAJURI ROBERTS REVANTH, Chief HR Officer, Hyderabad for his conscientious guidance and encouragement to accomplish this assignment, I am extremely thankful and pay my gratitude to my faculty Dr.Neha gupta for his valuable guidance and support.

I extend my special gratitude to Dr. P.K. TRIPATHY, Principal of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES and Prof. MIHIR RANJAN NAYAK, Dean, Placement department for giving me this opportunity.

I also acknowledge with a deep sense of reverence, my gratitude towards my parents and members of my family, who have always supported me morally as well as economically.

At last but not the least gratitude goes to all of my friends who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of gratitude.

## **Name of the Student**

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# SUMMARY-

A report on **“CUSTOMER ACQUISITION FOR PRAMERICA LIFE INSURANCE”** was done

on PAN India level. The main objective of the work is to acquire prospective clients for Gtm and Sons Advisory. The study was done on the part of secondary research. A survey was carried out to know the customer awareness of the services given by company, Its brand awareness and interest of people on investing. The client acquisition was done in online mode. During the internship different approach was applied to the prospects to aware them about company and its services, also to convert them into potential customers for the company.

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# **CHAPTER-1**

## **INTRODUCTION**





# INTRODUCTION-

## CUSTOMER ACQUISITION-

**Customer acquisition** refers to bringing in new customers - or convincing people to buy your products. It is a process used to bring consumers down the marketing funnel from brand awareness to purchase decision.

**Acquiring a customer depends on how effectively the organization is able to build a comprehensive relationship with that customer.** When suppliers have healthy relationship with customers, the revenue of the organization always increases as customers tend to buy more and more. There is possibility that a satisfied customer seek to buy special category of related products apart from the regular ones from that particular supplier. For instance if a satisfied and loyal customer has a home insurance policy from an insurance company then there are positive chances that he could also insure his property and car if he is fully satisfied with the services of that insurance company. This will definitely result in growth of business.

While acquiring, the nature of response provided to acquisition is the key aspect to create an impressive opinion in customer's mindset. Hence, the suppliers should always have prompt, responsive and experienced executives to serve customers. For example, if a customer calls and asks about some critical features of any product and the executive fails to explain it or being non-responsive to most of his questions then the customer could probably divert his way to some other organization for better response which could definitely result in end of the deal and relationship with that customer.

Improving customer acquisition is the primary challenge which an organization faces. Hence it is important to identify critical approaches to enhance customer acquisition power. This includes acquiring more number of customers or more number of attractive customers at low cost. One of the best strategies to acquire new customers is performing promotional campaigns. These campaigns should be efficient and well targeted to customers.

Encouragement of customer referrals can also attract new customers. It is always a cost-free advocacy by customers to provide referrals to supplier when they feel satisfied and encouraged and when they have a healthy relationship with customers. These referrals or customer's reference of other customers act like a piece of cake for suppliers as there is no cost and struggle involved in this.

For enhancing the revenue, the organization should always balance the number of customers acquired with number of customers who divert to different organizations. Failing to which will definitely effect the economic growth of the organization.

## **OBJECTIVES-**

-The main objectives of the study are to find out what problems the customers are facing or to identify the needs of the customers, then find out different ways to solve it and apply appropriate method to solve it. Different approaches were used to aware more and more customers also to turn them into potential clients for the company

-To determine the arrangements of product in online and offline sources.

## **LIMITATIONS-**

-Since it was a online SIP so it was not possible to interact with people physically due to covid restrictions.

-The internship was for a limited period of time, so it was difficult for us to identify the potential customers.

-People were not aware of this company so it was difficult to convince them to buy.

# **STEPS OF CUSTOMER ACQUISITION-**

## **1- Identify where your target audience is**

To enhance your customer acquisition process, you need to know where to find your customers both online and offline. Once you identify the places your target audience frequents, you can then develop strategies to target them there. As an example, if your ideal audience frequents a particular social media site, you may want to consider advertising there.

## **2- Create video content**

Video content is very popular online, which is why you should consider creating videos as part of your customer acquisition strategy. Create a mixture of educational and entertaining videos. Your educational videos should provide your target audience with valuable information about your industry, topics that are relevant to your industry and your products and services. Your other video content should focus on entertaining and engaging your target audience online.

## **3- Build an e-mail list**

Email marketing is an effective way to maintain contact with customers as well as potential buyers who have expressed interest in your products and services. As you email your list, it's important to monitor the behaviour of your subscribers. For example, take note of the links that your subscribers are clicking on within your emails.

## **4- Produce quality content frequently**

Another effective customer acquisition strategy is to establish yourself as a trustworthy source of information in your industry or niche. One way you can accomplish this is by creating high-quality, useful content on a regular basis. Many companies use social media,

blogs or even email newsletters to establish themselves as a reliable source of information and build trust for their brand.

## **5- Create gated content**

Gated content is a different type of content marketing strategy that typically involves creating an in-depth and highly valuable piece of content that potential customers can access in exchange for personal information like their name and email address. Relevant, gated content is an important part of a customer acquisition strategy since it can help you grow your email list and generate more leads and, ultimately, sales.

## **6- Track your customer acquisition**

Once you have different types of content in place, it's important to monitor incoming leads to identify the acquisition channels for your new customers. Monitoring will make it possible for you to determine which channels are most effective for generating quality customers. It also helps you monitor word-of-mouth referrals and determine whether the feedback from customers is positive. This can guide your company decision-making to ensure any word-of-mouth referrals you receive are positive.

## **CHAPTER-2**

# **COMPANY ANALYSIS**



# **gtm&sons** **advisory pvt ltd.**

## **COMPANY PROFILE-**

With rapid changes in the dynamics and the demand in this competitive market, it has become imperative for organizations to take their business to a higher ground and that led to the emergence of GTM & Sons. Our efforts emphasize on addressing customer's needs and building clearly differentiated value propositions which help in increased revenue, profit and improved efficiency.

We 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, opportunity assessment and strategic consulting. Our service delivery is executed through our unique process and operations which promotes efficiency of higher grade.

## **Customer centric Approach**

Our processes are designed and built around the dynamic nature of customer needs. With the changing landscape of the economy today in the pandemic period, it is quintessential to prepare for the future which begins with adopting customer centric strategies.

## **Dynamic operations and Quality results**

In the world where requirements and demands are reshaping, our forte lies in the ability to continuously anticipate and deliver against the fast changing expectations.

## **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.

## **AIM OF COMPANY-**

### **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.

### **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.

### **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

### **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-

- stringent budgets,
- 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.

### **Management Services**

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.

### **Training and Development**

We offer training in the subject of finance covering topics such as Financial markets, investments, risk management, Equity & Currency derivatives, Mutual Funds origin, Distribution, and so on with more additions coming in as per the industry requirements. We have courses across varied levels of complexity catering to a broader spectrum of candidates.

### **Sales Consulting**

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.

## **COURSES PROVIDED BY COMPANY**

### **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.

### **OTHER COURSES-**

Our 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.

### **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.

## **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.

## **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.

## **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.

## **COMPANY ALSO PROVIDES INTERNSHIPS TO THE STUDENTS-**

**SCOPE-** India, a land of plethora of opportunities, one of the rapidly growing economies, now has a requirement of skilled workforce. It has been noted that only about 17% of the graduates passing out of various colleges in India are employable. This evident gap between the Industry and the Academia is seemingly the most common reason for this figure.

Competent candidates are the need of the hour. Supply has to meet demands for which while the schools, colleges and employers can merely just facilitate, the actual onus lies on the students. Our internship program is one of our flagship opportunities that is open for both undergraduates and post graduates who are looking for a holistic development. Through this internship we aim to address one of the burning concerns of the country which is building skilled workforce.

## **OPPORTUNITIES FOR THE INTERNS**

Our country's share in the global GDP is going to see a significant rise by 2050 and this is

what makes it the most rapidly growing economies of the World. Another interesting fact, the increasing working age population of the country is an ounce of evidence of economy growth. This implies the availability and accessibility of plenty of job opportunities.

### **7Ps OF GTM and SONS-**

**PRODUCT-** The Company is a service based company that offers various services like insurance, spoken English course, NISM course etc. It also provides internships to students to equip them with latest job requirements. It is a start up company so it is coming up with more services for its customers with time.

**PRICE-** The price of their services is reasonable and affordable by the consumers. For the NISM course the price is starting from Rs-1499. Spoken English course by cambly price starting from Rs-1599. They offered a discount of Rs-200 for the customers joining the course within two days of launching.

**PLACE-** As a start up company, they chose the place like Hyderabad where young professionals go for job and seek more professional courses for up gradation. They are also available online where people can reach them for more information about their services and courses.

**PROMOTION-** It is a start up company so it is focusing on service quality and they are promoting their company as a consulting company. They are hiring interns of various specializations from different colleges of different areas to promote their services and acquire new customers for them.

**PEOPLE-** The Company has employees less than 10 and the company operating mostly online where they interact with customers to elaborate about their services and courses. They also assign their interns to promote the courses and interact with customers on behalf of the company.

**PROCESS-** As the company operates both in online and offline mode, the customers go through a link to access the services offered by company where they also get a lots of offers

and schemes. The process of taking a online course is hassle free where some documents are needed and you are good to go. Customers can also visit their office where they assist fully in the process.

**PHYSICAL EVIDENCE-** Since services are intangible in nature so most service providers strive incorporate certain tangible elements to enhance customer experience. So for GTM & SONS, they have a good office infrastructure to increase customer delightness.

## **SWOT Analysis of GTM and 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 organisation. 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 start ups fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a start up's strategic vision. So they either fail to seize market opportunities or overestimate their sales projections. High risk also hinders a start up'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.

## **CHAPTER-3**

# **INDUSTRY ANALYSIS**





## **Industry Analysis of GTM & SONS (E-learning)**

As COVID scenario as evolved in 2020 and many companies were shut down due to COVID rises in the country. So GTM And SONS came up with marketing move so that they can help the company with strategies which they have come up with .they have came up with marketing ideas, creativity things and help market to grow apart from this they started with new online education platform so that every people will be aware of the courses which they were offering to the people. The courses were finance and English literacy. In finance course they provided series vii, series viii and series x. This course was very much helpful for the people who want to make carrier in finance field. This course was helpful to gain certificate of NISM course which will benefit the people. The rising trend of online education has been increased a lot when this COVID situation arises. Further there are major numbers of online platform who give education through online

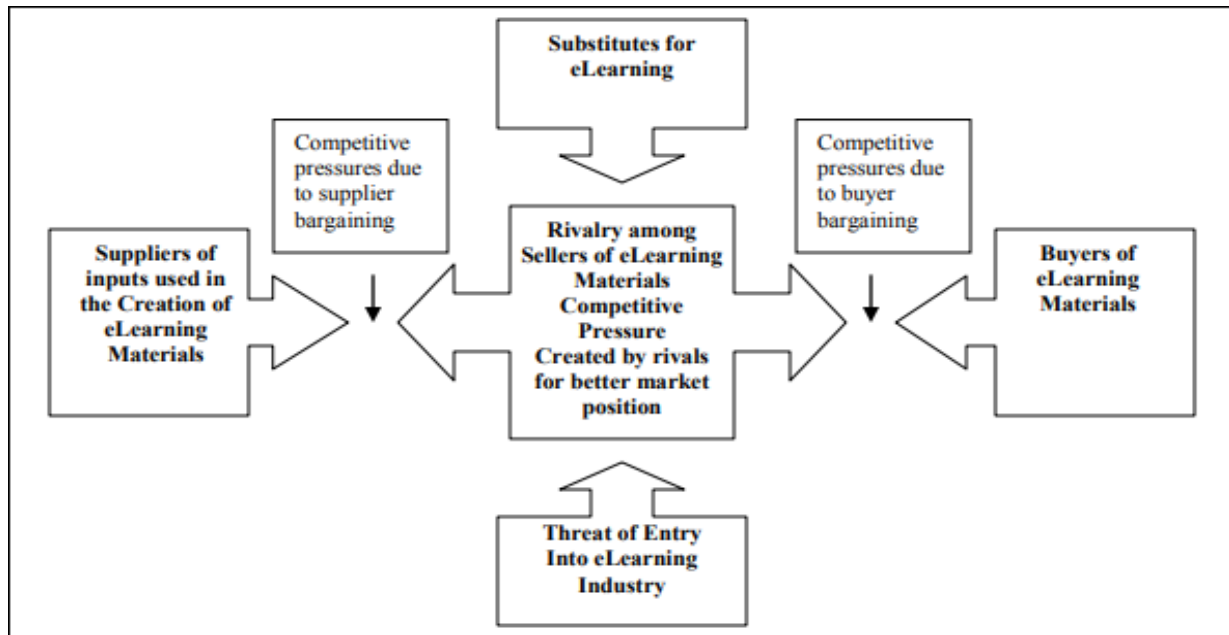
## **Market Size and Growth**

As companies around the globe strive to produce just-in-time products to stoke the economy and compete for cost-effectiveness and efficiency, eLearning is moving to the forefront to meet the training needs of an everchanging world. Employees need to know how to integrate new technological advances into the workplace. With two-thirds of corporate training budgets comprised of travel expenses alone, managers are turning to eLearning to reduce costs and increase the scope and potential of their training programs. The training and education sector represents \$772 billion, or 9% of the GNP, second only to health care, according to WR Hambrecht & Co., a fullservice brokerage and underwriting firm for high-tech and emerging-growth companies. According to Screen Digest, the U.S. Corporate eLearning market represents \$3.5 billion (\$5 billion globally) with the market predicted to reach 50 billion by 2010. WR Hambrecht estimates that the overall revenues to be generated within the U.S. corporate eLearning market will reach \$11.4 billion by 2003, completing a 5-year CAGR of 83.4% (See Table 1). Within the eLearning market, the segment for Delivery Systems, meaning software systems designed to facilitate the delivery of on-line learning, is targeted to reach \$1.1 billion by 2003, with a 5-year CAGR of 79.7%. Suppliers that thrive in the

eLearning age will play on all three fronts -- content, technology and services -- and will deliver a complete eLearning solution. Suppliers that expand their offerings or partner with others are most likely to make it to the next level. Given the rate and types of change within these provider areas it is clear the eLearning environment represents a classic high velocity market. A commonly cited example of how eLearning can directly help a firm thrive in dynamic environments is for product rollouts. Firms that have spent significant time and resources developing a new product line or making significant changes in an established one have a vested interest in ensuring that their sales and marketing teams have been properly educated about the nuances of the new/changed product. This education helps to ensure that the marketing messages from the company are consistent, uniform and in step with the company's overall product strategy. Obviously, using eLearning as a tool to enhance an organization's knowledge of new products will have an enormous impact on the success of product activity and the company's bottom line.



## PORTER'S FIVE FORCES ANALYSIS-



**The bargaining power and leverage of buyers** – A moderately strong competitive force.

Typical buyers will be very careful in selecting an LCMS provider due to the strategic importance of such a decision as well as the impact on the organization's infrastructure. When the buyer is a large and major global competitor they will need to include a wide variety of internal constituents in the buy decision. This puts a heavy burden on the LCMS provider. An additional factor that suggests buyer power is moderately strong would be the relatively small size of current LCMS providers. Additionally, it should be mentioned that given the importance of the choice of a LCMS provider this choice should be viewed as a highly collaborative process which tends to reduce the bargaining power of a buyer in favour of a more interdependent relationship.

**The bargaining power and leverage of suppliers** – A weak competitive force. Suppliers to eLearning providers include talented individuals with programming and system development skills. To the extent that these individuals are difficult to find, it provides these individuals with stronger bargaining power. Other inputs would include the hardware, technology (servers, routers, computers,) necessary to develop LCMS platforms. Most of these inputs can be easily obtained by rivals.

**Substitutes for eLearning** – A moderately weak competitive force. The most prevalent substitutes will come from the availability of alternative forms of learning which would include on campus/extended campus offerings of major universities, and learning through what is now considered traditional CD content offerings. However, the extent these alternative forms would be considered a serious threat to the LCMS provider in our opinion is not formidable. Given the integrative requirements and strategic importance of this product to buyers, we believe they would not seriously turn to these substitutes for their comprehensive eLearning solutions.

**Rivalry among competing eLearning providers** – A moderately strong competitive force that is likely to intensify. Students should conclude that with relatively low barriers, especially for someone like Microsoft, along with the fact that currently the competitors are of relatively small and equal size, competition will be strong. While there are opportunities to differentiate, in a high velocity market advantage can erode quickly. There will be strong competition to get ahead of other rivals by offering high quality comprehensive solutions that if adopted by a few prestigious buyers can lead to distinctive advantage. There will be strong competition for high quality talent and buyers will be exceptionally selective in the process of making a choice among providers.

**Barriers to Entry** - A moderately strong force. The need to acquire the necessary intellectual and financial capital presents formidable barriers for organizations attempting to enter the industry. However, there are several large firms that have an interest in this market (Microsoft) and have developed relationships with current competitors which could make their entry more likely.

**Conclusion:** The strongest competitive force is clearly rivalry with low barriers and relatively strong buyer power contributing to a market where competition is moderately strong and will intensify. This should put downward pressure on the profit potential for competitors within the eLearning market. The weakest forces are substitutes and supplier power.

## **1. Lack of awareness on benefits of online learning**

Online learning is still at a nascent stage in India and many people are completely unaware of this mode. Even if some information has reached them, still they cannot figure out the relevance/advantages of doing an online course. Lack of information is a major barrier which can again be overcome only through right information reaching to the potential learners.

For instance, Toppr, the e-learning company dealing in K-12 category, utilized offline counselors to provide right information to the doorstep of the learner and this yielded good results in the form of rise in paid users especially from Tier-2 cities.

## **2. Open educational resources (OER)**

OERs are freely accessible teaching-learning resource in any form like text, audio, video available on the internet under creative commons licensing. Numerous other educational materials are also freely available on the internet. A learner can use them for learning a concept without paying anything. In such a scenario, online courses has this challenge to offer much more to the learners than just a repository of learning content.

Many online courses are based on the freemium model where the learning content is freely accessible but the mock tests/test series and personalized features are paid. An ideal online learning environment must be strategically planned, interactively delivered, and guide a learner as per individual needs.

## **3. Cost and digital payments**

Along with the cost of online course, also comes the cost of a digital device and internet connectivity. Though the overall cost of online courses are lower than that of conventional ones, particularly the privately run educational institutes, it can be lowered further through economies of scale. A positive trend has emerged in Tier-2 cities; in many segments, there are more users than are in metros or tier-1 cities.

Increased disposable income and dearth of quality education providers have led to such adoption. The option of digital payment is still not preferred in many of the places. So, need to establish offline touch points for cash payment must be included by the e-learning companies. Moreover, cost affordability and provision of scholarships can accelerate growth of online learning.

## **4. Disengaging learning material leading to lowered motivation**

Online courses ought to have elements of interactivity, collaboration, instant feedback, and personalization. These are essential for increased engagement and motivation. In absence of these elements, online learning may perform worse than the conventional mode because of isolation of learners from teacher, peers, and the institute.

It is therefore inevitable for the e-learning companies to continuously work on technology and pedagogy to provide best learning experience. Sub-standard and poor quality online course material can be detrimental at an early stage when e-learning has just started booming.

## **5. Lack of skilled manpower for developing quality online courses**

Behind an online course is an entire team of course designer, course developer, subject matter expert, technology expert, graphic designer, etc. who work collaboratively to build an OLE. Lack of qualified professionals and skilled manpower leads to the issue of a poor quality online course mentioned in the previous point. As the e-learning industry flourishes, more suitable people will see career avenues in this industry, but e-learning companies are struggling on this front for the time being.

### **Major players in E-learning industry are:-**

- **Byjus** - 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 students

- **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 thingsUnacademy 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 similar to 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 Vedantu features
  - Primarily focuses on school students
  - Coding for kids
  - Preparation for JEE, NEET, NDA, and other exams.



## **CHAPTER-4**

# **COMPETITOR ANALYSIS**



## **COMPETITOR ANALYSIS OF GTM & SONS-**



### **BYJU'S**

BYJU's is India's \$11.1 Billion ed-tech giant that provides a platform for the teachers to teach and the students to learn. This ed-tech was created by BYJU Raveendran and developed in 2011 by Think and Learn Pvt. Ltd.

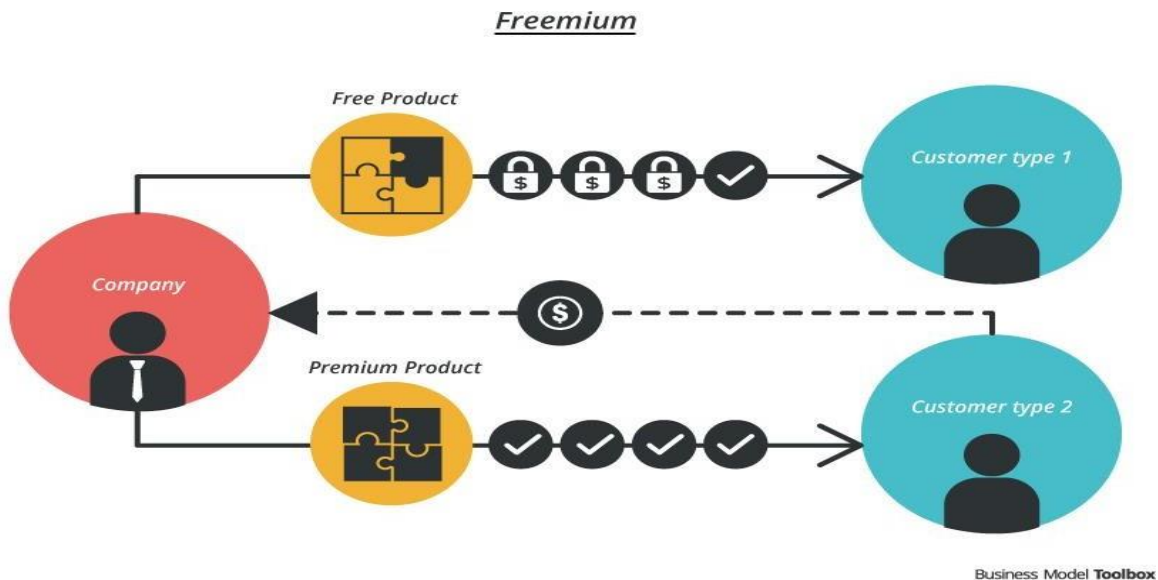
This amazing platform has provided the opportunity to learn from the best teachers to over 50 millions students from all over the nation. The leading **digital marketing company in Gurgaon** found that just in the month of March and April, 13.5 million users joined the platform to gain knowledge during the pandemic.

### **TARGET AUDIENCE OF BYJU'S**

Being an edu-tech company, BYJU's target audience consists of every student/learner from grade one to students trying to crack entrance exams such as JEE, CAT, IAS or any other. The **best digital marketing company in Delhi NCR** understands that this is a great strategy considering the Indian education industry which includes over 260 million students in K-12 and more than 35 million students studying for their higher education.

## **BYJU's Revenue Model:**

BYJU's operates as a Freemium business model where a lot of their services are offered for free but to gain access to the further content, users have to opt for a paid subscription.



According to a report, in the fiscal year of 2019, BYJU's revenue was recorded to a whopping Rs 1,341 crores and a profit of Rs 20 crores. The **top digital agency** mentions that this unbelievable success is the result of the increase in the number of its paid subscribers and full-throttle marketing efforts.

## **BYJU'S MARKETING JOURNEY**

The **top digital marketing company in Gurgaon** finds it to be an unusual approach, especially by an internet based company, which in most scenarios depend on the online platforms to drive sales while tapping into the customer's data.

This campaign began from the streets of Bengaluru and later extended to the cities of Hubballi, Dharwad and Mysore in Karnataka. BYJU'S executives were successful in generating upto 50% conversions through these counselling sessions.

According to the **digital agency in Gurgaon**, any marketing strategy is always based around the behaviour of the targeted audience, but interestingly, BYJU's has to create its marketing plan to win the hearts of two completely different sets of audiences: 'Students and Parents'. This is because the students are the ones who will be eventually engaging with the platform and parents will be the ones paying for the subscription.

Hence, the marketing journey for the brand has been an inspirational one, which made its way to the top. Let's dig into how BYJU's successfully cracked its audience and garnered a huge subscription base.

### **Targeting the Student Community:**

Being the actual users of the platform, the students are majorly concerned about the experience they will receive. Hence, their opinion about the app is hugely impacted by their learning journey with the app.

To earn the support of the learners, BYJU's left no stones unturned, and targeted this audience group very smartly. Firstly, the company came up with an early learning app for the students. Also, partnered with Disney to make the learning experience more interactive for

the kids and created trademark Disney stories, educational games and digital worksheets which led their path to success amongst the students.

### **Targeting the Parent Community:.**

Mrinal Mohit, COO, BYJU'S commented, "At BYJU'S, creating quality and seamless learning experiences for students has been our key focus area. Parents often think that children use smartphones for entertainment only. This campaign has been crafted to help parents understand the importance of learning through smart devices and how the concept of using smartphones as a learning device is becoming widely popular. In fact, the TV commercial depicts real-life scenarios that students learning from smart devices would have gone through at some point or the other. We are confident that this new campaign will help us instill trust in the fact that better learning experiences enable students to become self-learners and learn for the love of learning, rather than the fear of exams."

### **BYJU'S brings opportunity for Student amidst COVID-19 Lockdown:**

According to the BYJU'S team, students do not care about the product, they care about the problem it solves for them. Hence the ed-tech company planned to solve one of the biggest problems for the students during the time of crisis and offered a free-access to the live classes from the best teachers on BYJU'S.

The user just has to select their preferred subject and time slot, and they are ready to get back to their curriculum for free. These online classes were backed with interactive videos, revisions and practice tests.

With this campaign, the learning app successfully gave a flavour of the seamless learn-from-home experience to the students.

### **Learnings From BYJU's:**

BYJU's marketing journey teaches that before creating a marketing strategy for any business, irrespective of the niche, it is very crucial to analyse the targeted audience and their behaviour to successfully convert leads into customers. Also, one of the **best digital marketing agencies in Delhi NCR** understands that following the latest marketing strategies is a great plan but for your efforts to actually perform, every business needs to analyze the everyday performance of the campaign and improvise their efforts for the best results.



## **UDEMY**

**The mission statement of the company is as follows.**

“To make quality education more accessible and improve lives through learning”.

Universities and schools are expensive. People go into debt to be able to afford a college degree. And then, even when they get high-paying jobs, the enjoyment from their earnings gets thrown out of the picture. Because they have to make monthly payments to make up for their university years.

The prices of these courses are so affordable. As if that was not enough, there is even a wide range of cost-free classes. All you need now is motivation and a healthy mindset.

We may not realize it while it is happening, but education is an amazing tool. It brings so many great outcomes in the long run that each and every one of us surely utilizes.



**Now, we are going to quote the vision statement of the company.**

“To let anyone enter that marketplace, in the same way, that blogging let anyone with a computer publish online”.

So, if that can happen, then why can't the education system be so casual as well? The belief that this company holds is that everybody has something to learn and teach. Yes, it is a big responsibility. However, if a person is mature enough to pursue an education, they surely are aware of what is to come.

## **SWOT OF UDEMY-**

### **Strengths**

#### **Course material variety:**

The courses in this platform are not only taught in the international language. Other than English, the course materials come in many other languages. This makes UdemY accessible for a variety of people from all sides of the world.

#### **Easy to enroll in courses:**

Applying for a university degree is pretty challenging and complicated. You have to take a couple of exams, and fill out an application form. But enrolling in an UdemY career-oriented course is so much easier.

#### **Certificates after course completion:**

Later on, if you need to prove your background for a job opportunity, UdemY will provide you with a certificate. That is of course after successfully completing your course.

#### **Student reviews and ratings:**

It is always helpful to know what you are signing up for beforehand. Looking through reviews that other students left for a specific instructor or course is beneficial. Students can freely leave reviews for the newcomers.

## **Weaknesses**

### **Not accredited:**

This platform is not accredited. While some workplaces do not fully care about that, some others are pretty strict. That, unfortunately, means that some workplaces may not view Udemy certifications as reliable.

### **Higher price range:**

For online, the price of the Udemy courses can be perceived as quite high. Some of the courses may be as affordable as 50\$. But on the other side of the spectrum, there are courses that cost 200\$.

### **Course set dates:**

## **Opportunities**

### **Targeting local and regional education:**

A lot of people are starting to prefer online education to traditional education. Focusing on local and regional areas with these courses could be a smart move. It could possibly attract more students.

### **Growing number for online student enrollment:**

More students are inclined to apply for online courses these days. Even students that are currently pursuing a degree and are interested in learning something else along with it. So that acts as a great opportunity for online teaching platforms.

### **A variety of student profiles:**

Some people are working, some are parents in their mid-forties, but still want to learn something new. Online education in that case is considerably convenient. Most of the time, making the schedules of online courses not clash with personal duties works perfectly.

## **Threats**

### **Competition:**

There are many other online platforms offering a great number of courses. Some of those courses may be even more affordable than Udemy. Thus, understandably sometimes people choose to go with another program.

### **Difficulty with quality instructors:**

Most of the time, instructors enjoy the real-time experience of teaching. Some of them consider face-to-face communication to be the highlight of their job. Thus, it becomes hard to reach professors that are willing to teach online.

**CHAPTER-5**

**CUSTOMER ANALYSIS**



## **CUSTOMER ANALYSIS**

### **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.

### **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.

## **Expectations and satisfaction of students**

Expectation is a crucial factor that directly influences the satisfaction of the student.

Expectation Disconfirmation Theory (EDT) was utilized to determine the level of satisfaction based on their expectations. Student's expectation is the best way to improve their satisfaction. It is possible to recognize student expectations to progress satisfaction level.

Finally, the positive approach used in many online learning classes has been shown to place a high expectation on learners and has led to successful outcomes. Hence the hypothesis that expectations of the student significantly affect the satisfaction was included in this study.

## **Satisfaction and performance of the students**

Zeithaml describes that satisfaction is the outcome result of the performance of any educational institute. According to Kotler and Clarke, satisfaction is the desired outcome of any aim that amuses any individual's admiration. Quality interactions between instructor and students lead to student satisfaction. Teaching quality and course material enhances the student satisfaction by successful outcomes. Satisfaction relates to the student performance in terms of motivation, learning, assurance, and retention. Mensink and King described that performance is the conclusion of student-teacher efforts, and it shows the interest of students in the studies. The critical element in education is students' academic performance.

Therefore, it is considered as center pole, and the entire education system rotates around the student's performance. Narad and Abdulla concluded that the students' academic performance determines academic institutions' success and failure.

## **Satisfaction as mediator**

Sibanda applied the goal theory to examine the factors persuading students' academic performance that enlightens students' significance connected to their satisfaction and

academic achievement.

According to this theory,  
students perform well if they

know about factors that impact

GTM and Sons Advisory Private Limited works for a variety of clients. Good service is good business. Our efforts emphasize on addressing customer's needs and building clearly differentiated value propositions.

Our knowledge of the fact that the client's objectives and needs are inseparably linked to the development of business make us probe not only into technical superficial aspects of a project, but also into industry environment to find the best option for our clients, on the basis of their business drivers, size, activities and scope. We do not simply hear out our client's needs and wants but we also LISTEN to what they actually need. We as a team are committed to provide great value with a genuine desire to become part of our clients' success.

We are working with clients through a symbiotic association.

**Cambridge University Press**

Cambridge University Press is



As mentioned the company

Engagement is every enterprise's goal however continuous client engagement is the next turn of the crank. We systematically converse with our clients in order stay abreast with their evolving needs and therefore our customized service delivery.

Clearly defined Value propositions- Our value propositions are made taking into considerations a wide variety of factors which enable our clients to enjoy a whole new set of experience thereby providing them a holistic benefit.

Prompt Service Delivery- It takes years of relentless efforts to win client's loyalty. But all of this can crumble with delayed customer support. We believe that speediness is imperative in providing excellent customer service and we at GTM and Sons have taken an oath to ensure timely delivery and prompt service to our clients.

**CHAPTER-6**

**ACTUAL WORKDONE**

**&**

**PROBLEMS FACED**



## **ACTUAL WORK DONE**

### **ABOUT INVESTMENT ADVISOR-**

The Banking, Financial services, and Insurance (BFSI) sector is an industry term used to define companies that provide a range of such financial products/services. Its potential for growth is especially stronger in developing nation like India, as it is one of the fastest growing economies in the world. The financial market of any country is considered to be the backbone of its economy. 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. Without proper knowledge and education 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. With nearly ~5 lakhs students getting into B-schools and MBA colleges and over 4 million students enrolling into undergraduate programs like BBA & BCom every year in India and the current lot of students already in the middle of their education, the future of these students who form a part of the future workforce, once again hangs in uncertainty. “Time is money and Knowledge is the key”- This stands true in all times and more so in the recent times, given how the country is confronting a devastating second wave that has infected millions and killed tens of thousands of people. This once again puts back online education and work from home facilities back in the frame implying the time available for going that extra mile to build oneself. Enrolment into short term courses such as Finance related topics makes a great deal of addition to the existing knowledge of candidates which when complemented with the right set of practical experiences (internship) will open doors to a plethora of job opportunities with a great pay as well.

### **PROGRAM DETAILS-**

This program intends to cover the topics involved in NISM series X A- Investment Advisor Part 1 encompassing the basics of stock market. NISM Series is a nationally recognised certification that validates the knowledge and skills required to enter, explore and progress in securities market segment

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 of professionals in the

securities markets are crucial in providing effective intermediation to investors and in increasing the investor confidence in market systems and processes.

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

**OBJECTIVES:**

- Know the basics of investment advisory, steps in the advisory process, making and implementation of financial plan.
- Understand how to evaluate different products, their suitability and how the recommendation of the same can impact investment risks, returns and strategies in a personal finance environment for investors and prospective investors in the market.
- Get oriented to the Income tax, Wealth tax and legalities of Estate planning in personal finance and regulatory aspects underlying advisory.
- Get acquainted with financial planning as an approach to investing, insurance, retirement planning and an aid for advisers to develop long term relationships with their clients.

## **ABOUT EQUITY DERIVATIVES-**

“Time is money and Knowledge is the key”- This stands true in all times and more so in the recent times, given how the country is confronting a devastating second wave that has infected millions and killed tens of thousands of people. This once again puts back online education and work from home facilities back in the frame implying the time available for going that extra mile to build oneself. Enrolment into short term courses such as Finance related topics makes a great deal of addition to the existing knowledge of candidates which when complemented with the right set of practical experiences (internship) will open doors to a plethora of job opportunities.

## **PROGRAM DETAILS-**

This program intends to cover the topics involved in NISM series VIII Equity Derivatives. NISM SERIES VIII is a nationally recognised certification that validates the knowledge and skills required to enter, explore and progress in securities market segment

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.

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

### **OBJECTIVES:**

- Know the basics of the Indian equity derivatives market.
- Understand the various trading strategies that can be built using futures and options on both stocks and stock indices.
- Understand the clearing, settlement and risk management as well as the operational mechanism related to equity derivatives markets.
- Know the regulatory environment in which the equity derivatives markets operate in India.

**In the duration interns were trained on:**

1. Basics of derivatives
2. Understanding index
3. Introduction to forwards and futures
4. Introduction to options
5. Introduction to trading systems
6. Option trading strategies
7. Introduction to clearing and settlement system

**ABOUT OPERATIONS AND RISK MANAGEMENT-**

With nearly ~5 lakhs students getting into B-schools and MBA colleges and over 4 million students enrolling into undergraduate programs like BBA & BCom every year in India and the current lot of students already in the middle of their education, the future of these students who form a part of the future workforce, once again hangs in uncertainty. Time has paused for numerous students and their families who have worked so hard to realise their dreams of pursuing higher education to be able to get placed in high paying jobs. “Time is money and Knowledge is the key”- This stands true in all times and more so in the recent times, given how the country is confronting a devastating second wave that has infected millions and killed tens of thousands of people. This once again puts back online education and work from home facilities back in the frame implying the time available for going that extra mile to build oneself. Enrolment into short term courses such as Finance related topics makes a great deal of addition to the existing knowledge of candidates which when complemented with the right set of practical experiences (internship) will open doors to a plethora of job opportunities.

**PROGRAM DETAILS-**

This program intends to cover the topics involved in NISM series VII- Securities Operations and Risk Management. NISM Series is a nationally recognised certification that validates the knowledge and skills required to enter, explore and progress in securities market segment.

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 of professionals in the securities markets are crucial in providing effective intermediation to investors and in increasing the investor confidence in market systems and processes. At GTM & Sons, the NISM Modules are structured to provide a more efficient and interesting learning experience. We provide a more flexible learning approach.

### **OBJECTIVES:**

- Know the basics of the Indian securities market, the different products traded and the various market participants and the respective roles they play in the Indian securities market.
- Understand the regulatory framework and the role of the Securities Exchange Board of India.
- Understand the trade life cycle, the steps and participants involved in the trade life cycle.
- Know the various functions of the Front Office, Middle Office and Back Office in a Securities Broking Firm.
- Understand how the risks are managed in a securities broking firm, the clearing and settlement process.
- Understand the various procedures for redress of investor grievances.

### **ABOUT NISM-**

The financial market of any country is considered to be the backbone of its economy. NISM certification is developed by *NISM* as mandated under SEBI

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 surviving.

Hence, the role of the stock market and the stock exchanges of any country is enormous in its day-to-day activities, and here comes the role of NISM certification.

Without proper knowledge and education about the financial market, one cannot entirely focus on a career in the stock market of a country.



## **What is NISM Certification?**

The National Institute of Securities Markets (NISM certification), which is the educational arm of the Securities Exchange Board of India (SEBI) has taken a major step in India since 2006 to develop the level of financial education in the country.

NISM helps the market participants of India to develop their financial skills to the right level and expertise. This helps them to provide high-quality service and actions to anyone who wishes to invest in the financial market, with the knowledge gathered through various courses and certifications conducted by NISM, they are able to help the investors to make informed decisions about how to invest their money.

After all of these training, we had to approach potential clients and elaborate them about the services of the company and what benefits they will get, especially the target customers were finance students for whom the NISM certification was beneficial. We were involved in different company events and programs regarding their clients and how to acquire customers for the company.

## **CHALLENGES FACED**

- As we were doing all of these online so due to covid we couldn't approach anyone physically.
- We did not have many contacts that were into finance or choosing their career in finance so it was very hard to get customers.
- Since the duration was less so we didn't get much time to know better about the product and company's customer base.
- Company was not much known to people so it was hard to convince people as they could not trust us.
- Some people did not know about NISM so they refused to subscribe the course no matter how much we tried.

**CHAPTER-7**  
**FINDINGS**  
**&**  
**SUGGESTIONS**



## **FINDINGS**

- Company does not have popularity among the consumers, so it was difficult for us to sell the services.
- As it is a startup company so it needs a lot of up gradation in their services.
- Company does not have many offers and attractive schemes for its potential customers which is much needed to retain its customers.
- Company only provided services for NISM and English learning where its competitors are providing much more services.
- Company is associated with some well known institutes to provide services which it should promote to attract customers.

## **SUGGESTIONS**

- Company should do more and more promotional activities.
- Company should increase its reach to more and more number of customers on social media.
- Company needs to create more and more attractive schemes and offers for the new and existing customers.
- As it is into e-learning so it can diversify to other learning aspects like providing other professional courses and also coaching classes for students in competitive exams.

## **CHAPTER-8**

# **BIBLIOGRAPHY**



## **BIBLIOGRAPHY-**

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## **CHAPTER-9**

# **ANNEXURE**





## **ANNEXURE**

### **A questionnaire on customers/ students satisfaction in e-learning:**

#### **Please tell us about yourself:**

1. What is your preferred gender?
  - Male
  - Female
  - Prefer not to answer
2. What is your age?
  - 18-24
  - 25+
  - Prefer not to answer
3. What is your level in college?
  - Undergraduate
  - Graduate
  - Prefer not to answer
4. Please describe your student type:
  - Continuing
  - Transfer
  - First time student
  - Non-matriculated
  - Visiting Readmit
  - Prefer not to answer
5. Are you a full time or part time student?
  - Full time
  - Part time
  - Prefer not to answer
6. Please rate your level of satisfaction with:
  - Availability of assistance on how to use the learning management system (Blackboard)
    - Highly Satisfied
    - Moderately Satisfied

- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Availability of Help Desk assistance

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Instructors' use of technology

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

- Availability of library resources

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Availability of course materials

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

- Availability of online tutoring

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

- Availability of supplemental online academic support

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Availability of information about course requirements

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Availability of information about technical skills required for course(s)

- Highly Satisfied
- Moderately Satisfied
- Moderately Dissatisfied
- Highly Dissatisfied
- Not Applicable

-Bookstore services

7. Would you take an online course again?

- Definitely

- May be
- Only if required
- No