

SUMMER INTERNSHIP REPORT (2020-2022)

A study on present online education with
reference to GTM & Sons Advisory Pvt. Ltd.

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

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CERTIFICATE

This to certify that the project work titled, “**A study on present online education with reference to GTM & SONS.**” is a bonafide work of **Abhisek Patra**. Regd.No-2006258033 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: 05.01.2022
Place: Bhubaneswar

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DECLARATION

I do hereby declare that the project work titled, “**A STUDY ON PRESENT ONLINE EDUCATION WITH REFERENCE TO GTM & SONS ADVISORY PVT. LTD.**

|| 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 Jena, Assistant Professor, BIITM**, in partial fulfillment of requirement for the award of master’s in business administration.

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Date: 05.01.2022
Place: Bhubaneswar

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Chapter-1

INTRODUCTION

RESEARCH DESIGN

Title of the research topic: - “A STUDY ON PRESENT ONLINE EDUCATION WITH REFERENCE TO GTM & SONS”.

Objectives of Study: -

- Comparative analysis of online experience in education market with reference to GTM & SONS.
- To find out the various scheme and offers rolled out from time to time.
- To determine the arrangements of products in the online and offline stores.

RESEARCH METHODOLOGY: -

Data collection: -

• Primary Data

Research is collected through an online survey questionnaire.

To know most preferred way of education.

To know why people preferring online education over offline education.

• Secondary Data

Used for research to know the analytics, study. Facts & theories are collected from already available resources like mainly internet and other sources.

To know the future scope of online education.

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

Sampling technique: - Convenience Sampling

Sample size: -

91 respondents were selected as sample size for research.

Data analysis: -

Percent analysis

LIMITATIONS:

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

Chapter-3

COMPANY ANALYSIS

ONLINE EDUCATION

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

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

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

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

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

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

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

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

These emerging changes in the educational sector may become permanent. The longer the coronavirus pandemic lasts, the bigger its effect will be and there is a strong possibility that online learning may become mainstream rather than a temporary measure. Once educators and students gain access to the remote technology they need

to adapt to online methods, there may not be a compelling reason to transition back to traditional educational settings.

Virtual education is becoming increasingly used worldwide. There are currently more than 4,700 colleges and universities that provide online courses to their students. In 2015, more than 6 million students were taking at

least one course online, this number grew by 3.9% from the previous year. 29.7% of all higher education students are taking at least one distance course. The total number of students studying on a campus exclusively dropped by 931,317 people between the years 2012 and 2015. Experts say that because the number of students studying at the college level is growing, there will also be an increase in the number of students enrolled in distance learning

Online education is made possible through the use of educational technology with the help of the internet. The internet itself can be credited on what enabled modern distance learning to be developed. The internet can allow the virtual student to have access to resources such as virtual test taking functions, systems that aide coursework to include electronic reading materials, podcasts to allow the student to have easy access to the lectures and chatrooms. During the COVID-19 pandemic, the United States began to encourage social distancing in the education system. One use of technology that was found to be resourceful in the collaboration of students and teachers in virtual learning was the use of video conferencing. The utilization of web videoconferencing allows a student to communicate virtually with their teacher or any other mentor through the use of the apps Zoom and GOOGLE MEET. Zoom is a web video conferencing app that is free of download on a mobile device, laptop, or desktop. Using zoom, one on one or group meetings can occur between the students and teachers virtually. This app allows the teacher to share their screen to show exactly what they are teaching and even gives the option to screen record their lectures to make it accessible to the student for future use as a resource. Cisco WebEx offers a lot of the same features as Zoom such as multiple users being on at once, video connection, and screen-sharing. To engage virtual students even further, a process known as gamification can be used to teach a student learning material in a form of a game to bring more enjoyment in a student's learning experience. Second life, an online virtual world, is a type of gamification system that is used for online educational purposes. Second life can be used as a substitute for face to face learning. It has qualities that resembles an in-person curriculum such as class discussions, participation in lectures, and completing assignments. Gamification can also serve as an aide to increase a student's intrinsic motivation. The use of rewarding points while a student is using a gamification system can enhance internal motivation and motivate the student to accomplish learning goals from the game's objective. During the COVID-19 pandemic, many schools turned to online education.

Company Profile

GTM and 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. Directors of GTM And Sons Advisory Private Limited are Subreen Zubair, Meajuri Roberts Revanth and Swetha Chandrasekar.

Current status of GTM And SONS Advisory Private Limited is - Active.

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 a 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.

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 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.

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-2

INDUSTRY ANALYSIS

Industry Analysis of GTM and SONS

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 come 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.

Here it also provide English literacy course where the people can adopt the English course through the online and can get the certificate from university of Cambridge. Here they can adopt the course and can learn it.

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

Unacademy features

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

Vedantu -Another app that you may consider for online learning and education is Vedantu. The app is 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. While there's free access to all live classes and content. Vedantu also offers a V Pro pack that comprises live online teaching, test and assignments, and crash courses, among other things, starting at Rs 4,000 a month.

Vedantu features

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

Market size and market growth rate:

- The online education market in India is expected to grow by a staggering 50% during 2021-2025 to reach \$5 billion by the financial year 2025.
- India's burgeoning [EdTech](#) industry will be driven by new reforms, including the increase in public spending (targeted at 6 per cent of the nation's GD).
- The phenomenal opportunities for the sector in India become even more apparent when compared against the global benchmark).
- The global e-learning market size is projected to grow \$370 billion by 2026, from \$226 billion in 2020, at a CAGR of 8.56% during 2021-2026.
- Online education system in India currently stands at US \$247 million with an average of 1.6 million users; it is expected to grow to US \$1.96 billion.
- Online education market in India was worth \$ 247 million in 2016, which is expected to grow about \$ 1.96 billion by 2021. That is a compound annual growth rate of 52%.
- The number of users enrolled for various online learning courses is estimated to be 1.6 Million in 2016, Which is expected to grow about 9.6 Million by the end of 2021.
- It is estimated that there is a 175% increase in the cost of classroom education, this gives online education more preferred because it is cost effective.

- Nearly 48% population in India between 15–40 age group with high aspirations but lower income is a good target market for online education. And the acceptability of online channel is high in the younger demographic.

How to generate sales and revenue

1.Craft your ideal student avatar

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

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

2.Identify your unique value proposition

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

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

3.Survey your audience before you create your course

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

4.Create a compelling course title based on keyword research

Imagine for a moment that you are searching for some information about your topic. What search terms (aka keywords) are you going to use to find the information you’re looking for? If you wanted to learn how to design logos in Adobe Photoshop, for example, you would likely enter the keywords “how to design logos using Photoshop”, or some similar variation of that phrase.

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

5.Presell your online course

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

6.Promote your course on your blog

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

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

7.Start a YouTube channel

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

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

8.Add student testimonials to your course sales page

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

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

9.Add a course page to your main website

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

10.Optimize your social media profiles

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

11.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

Porter's Five forces Analysis for online education industry

1. Threats of New Entrants

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

How Online Education Group can tackle the Threats of New Entrants

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

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 Online Education Group can tackle Bargaining Power of the Suppliers

- By building efficient supply chain with multiple suppliers.
- By experimenting with product designs using different materials so that if the prices go up of one raw material then company can shift to another.
- Developing dedicated suppliers whose business depends upon the firm. One of the lessons Online Education Group can learn from BYJUS AND UNACADEMY is how these companies developed third party manufacturers whose business solely depends on them thus creating a scenario where these

third-party manufacturers have significantly less bargaining power compare to BYJUS AND UNACADEMY.

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 Online Education Group can tackle Bargaining Power of the Suppliers

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

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 Online Education Group

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

Chapter-4

COMPETITOR ANALYSIS

Some of the major competitors for GTM & SONS

1.Vedantu

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

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

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

Reason behind the name Vedanta

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

It all began when Vamsi Krishna founded his first venture "**Lakshya**" in 2006 with the help of three of his IITian friends. The venture aimed at training students for a variety of varied tests. Eventually, they observed that the educational sector in India requires a plethora of dedicated and skilled teachers. Hence, they worked on developing such a platform through Lakshya. The platform was acquired by **MTEducare**, six years later, in 2012.

VEDANTU PROGRESS

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

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

In 2019, [Vedantu](#) launched its **WAVE** platform. This platform adopts [Artificial Intelligence](#) and [Machine Learning](#) for personalizing teaching as well as learning for each student and has been developed for making LIVE classes more enticing and engaging. One of the main challenges online education generally encounters is the low completion rate of courses because of less engaging content. This factor has been tackled by Vedantu which extends its focus on LIVE interactive classes to make its classes more entertaining and interactive for its users.

Vedantu Strategy and Competitive Advantage: -

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

You can also select **pocket-friendly plans** or **opt monthly subscription** instead of paying all amounts together. Also, they provide free demo classes that would help you in making a vital decision for enrolling in the course or not. One can browse various courses both on its application or website.

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

2.Khan Academy

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

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

Reason behind the name khan academy

The organization started in 2005^[5] when Salman "Sal" Khan tutored one of his cousins in mathematics on the Internet using a service called [Yahoo!](#) Doodle Images. After a while, Khan's other cousins began to use his

tutoring service. Due to the demand, Khan decided to make his videos watchable on the Internet, so he published his content on [YouTube](#). Later, he used a drawing application called Smooth Draw, and now uses a [Wacom](#) tablet to draw using [ArtRage](#). The video tutorials were recorded on his computer.

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

Khan strategy and competitive advantage

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

3. Toppr

Toppr is one of the Most prominent competitors in India. Started in 2013, the Toppr is one of the Largest online Learning Platforms. The Company was founded by an IIT-Bombay Graduate Zishaan Hayath. Mr. Hayath has also co-Founded a Start-up called Chaupaati Bazaar.

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

Toppr strategy and competitive advantage.

Toppr is well known for its faculty. They are announced to be content builders who create questions, concepts, solution for student. Therefore, the company assures the strength of the teachers in their subjective knowledge. They need to take live classes. They have developed a tremendous useful teaching platform called 'Photon'. The faculty is specially instructed to trace on helping kids with their doubts and homework. Requires strong subject knowledge and communication skills.

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

4. Unacademy

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

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

Unacademy Has a team or Network of 18000 Teachers who Provides Education on Their Platform. The company also provides preparation material for several professional Examinations in India Making it one of the main competitors in India.

Unacademy strategy and competitive advantage

As part of its aggressive marketing strategy, Unacademy makes extensive use of digital marketing (Google, Social Media and OTT platforms such as Netflix, Amazon Prime, etc.), TV commercials, Radio, and out-of-home (OOH) advertising methods such as billboards. While digital marketing and OTT platforms are the top revenue generators in tier-1 cities, TV and OOH methods of promotion bring in more leads in smaller towns. The company doesn't like to spend much on newspaper ads.

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

5. Udemmy

Udemmy is an American online Learning Platform Started in 2010. The Udemmy online Platform Has More than 155,000 Courses with More than 40 Million Students. Udemmy allows Their Educators to build online Courses on their profession. The instructors can Udemmy's course development tools to Create Their Course and upload it on the Platform.

Udemmy offers courses in Various Niches which Includes Computers, Academics, Art, language, Fitness, the Internet, Music, and More. Depending upon the Educator, the Courses on Udemmy 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 Udemmy was Downloaded More than 1 Million Times within 1 year of Launch.

Udemmy strategy and competitive advantage

Udemmy did not achieve an E-V-R congruence during its initial phase, and it can be described as a consciously incompetent organization (Thompson, Scott, & Martin, 2017). The founders struggled to get investors and it is reported that over 30 of them said no when the founders pitched the idea of Udemmy (Viktor, 2021). After several rejections, the Udemmy team decided to wait 6 months to launch the website and go back to the drawing board

to re-design the platform and modify the business model. This time around the founders was able to generate \$1M from investors leading for the platform to materialize.

Udemy is not the first to offer online courses however they were able to put the company into a blue ocean strategy when offers a dynamic user interface for online instructors and users in a live classroom setting (Lynley, 2010). In addition, the platform allows instructors a wide range of teaching formats such as video streaming, chat room functions, audio streams, and video and PowerPoint-like presentations. Moreover, Udemy collates several online courses from leading institutions (like MIT) and formats them in a more chronological and accessible manner. These strategies enabled the founders to achieve the E-V-R congruence, hence the company became a success.

6. Coursera

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 University.

Coursera strategy and competitive advantage

Coursera offers free trials and discounted prices for most of its courses. Isn't that astonishing? Some of the courses from the top universities around the world being offered to students at a minimal price or free of cost in 29 Countries.

Coursera gives a free trial period of one week. For example, if there is a six-week course and you can manage to do the same course in one week, you will take all the tests and get the certificate, free of cost. Although there are lot of courses of a shorter duration for which this deal isn't applicable but still being able to offer courses at no cost seems great to me

This is human psychology; we don't like seeing losses and hence we hold on to something. In free trials, we get used to a certain product and do not want to lose it or experience life without it. We get attached to a certain product and hence are willing to pay a small fee, once the trial period is over in order to retain the item.

Hence the consumer's psychology operates in such a way that we would not want to lose a course once the free trial is over and hence due to the attachment, most people prefer paying up for a course because of a fear of loss.

Marketing Mix (the 7 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 hording, banner.
- Digital technology is also used such as e-mail, SMS and social media.

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: -

English courses.

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.

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.

Chapter-5

CUSTOMER ANALYSIS

* Required

Email address *

Your email

Name *

Your answer

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ Below 18 Years
- ☐ 19-30 Years
- ☐ 31-40 Years
- ☐ 41-50 Years
- ☐ Above 51 Years

Educational Background *

- ☐ SSC
- ☐ HSC
- ☐ Graduate
- ☐ Post Graduate and Above

Occupation *

- ☐ Student
- ☐ Self-Employed
- ☐ Profession
- ☐ Service
- ☐ Business

1. Did you hear about online education ever before? *

- ☐ Yes
- ☐ No

2. What would you prefer as a mode of education? *

- ☐ Offline/Traditional Education (Eg. On-campus, School, Physically Involved)
- ☐ Online/E-Learning Education (Non Physical, Virtual Environment)

3. Do you think online education is an effective way of learning? (If your answer is NO then go to question No.5 direct) *

- ☐ Yes
- ☐ No

4. Online education is an effective mode of education because

Skip it if your answer is "NO" in above question and Attempt next question

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Offers an interactive mode of education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of access of information related to the course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Students can learn at their own pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enables learning at any time and anywhere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helps in developing learner's skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courses are easy to navigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Students may have the opportunity to mix what they learn with practical work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Online education is not an effective mode of education because:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Students need to feel connected to their school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of interaction between classmates and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of real time feedback to questions and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classroom environments helps students to learn more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Needs perfect computer and Internet skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More expensive than traditional education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bandwidth and Internet speed could represent some	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you think online education will help in overcoming the problems of higher education? *

- ☐ Yes
- ☐ Maybe
- ☐ No

7. Do you think online education can help in improving the quality of higher education? *

- ☐ Yes
- ☐ Maybe
- ☐ No

8. Do you think that online education graduates/students will gain more skills than traditional education? *

- ☐ Yes
- ☐ No
- ☐ Maybe

9. Do you think online education graduates/students will be acknowledged and accredited as equally as traditional learning students from professional bodies and employers? *

- ☐ Yes
- ☐ Maybe
- ☐ No

10. Do you think that online education graduates/students will have equal chances of recruitment as on-campus students? *

- ☐ Yes
- ☐ Maybe
- ☐ No

Suggestions

Your answer

CHAPTER-6

Data Analysis and Interpretation

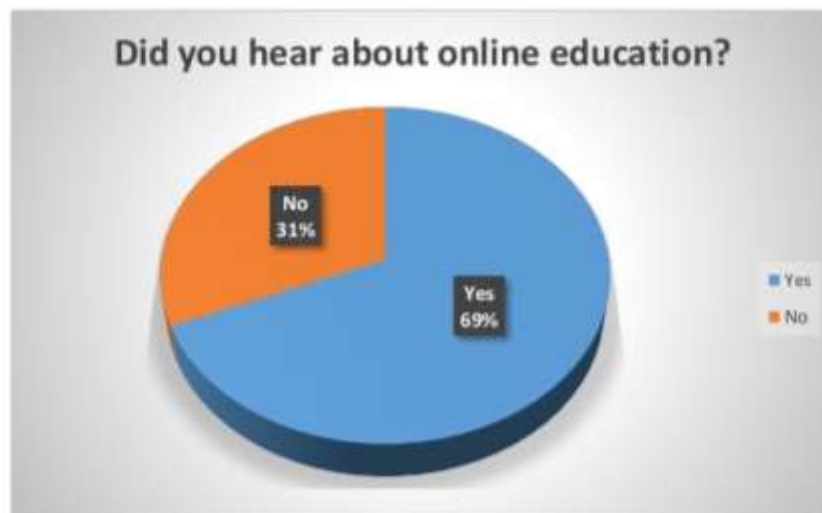


1. Did you hear about online education ever before?

TABLE 5.1

Particular	Frequency	%
Yes	112	69
No	51	31
Total	163	100

GRAPH 5.1



INTERPRETATION:

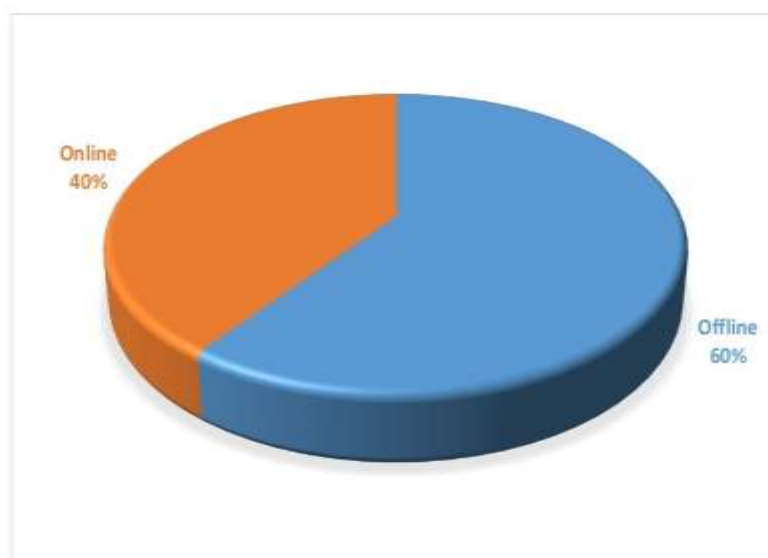
Here the above question is qualifying question. In this research only 69% people knew about online education and other 31% don't know about online education.

2. What would you prefer as a mode of education?

TABLE 5.2

Particular	Frequency	%
Offline/Traditional Education (Eg. On-campus, School, Physically Involved)	98	60
Online/E-learning Education (Non-Physical, Virtual Environment)	65	40
Total	163	100

GRAPH 5.2



INTERPRETATION:

The above question asked to know what would they prefer as a mode of education. As per our research 60% prefer offline education and 40% prefer offline education.

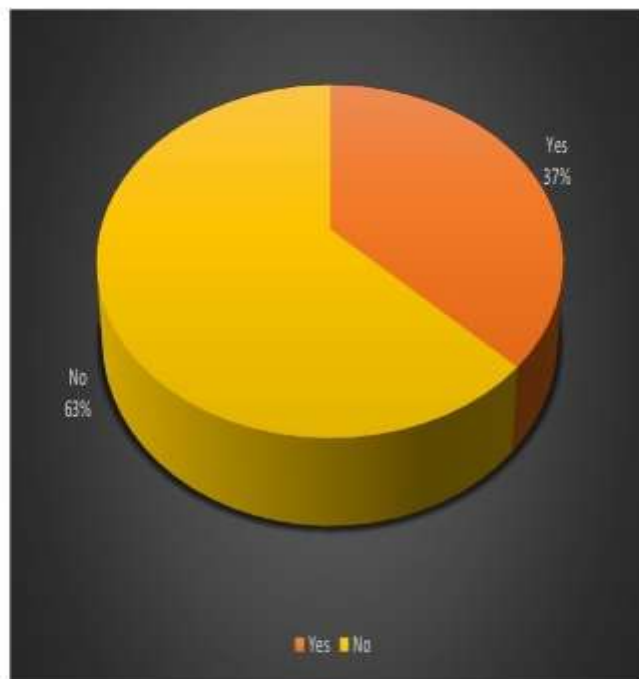
From the suggestion we can say that they prefer offline-On campus and physically involved education because it gives physical interaction between students and teacher that's why it is more preferable.

3. Do you think online education is an effective way of learning? (If your answer is NO then go to question no.5 direct).

TABLE 5.3

Particular	Frequency	%
Yes	61	37
No	102	63
Total	163	100

GRAPH 5.3



INTERPRETATION:

The above question asked to know that how effective online education for the people over offline education. As per our research 37% say's its effective way of learning and 63% says that its not effective way of learning. To get better understanding we asked two more questions why they prefer e-learning over offline education and vice versa.

4. Online education is an effective mode of education because

TABLE 5.4

Particular	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	NA	Total	Mean
Offers an interactive mode of education	17	32	7	2	3	102	163	2.05
Ease of access of information related to the course	17	32	8	3	1	102	163	2
Students can learn at their own pace	19	23	12	4	3	102	163	2.16
Enables learning at anytime and anywhere	14	20	22	4	1	102	163	2.31
Helps in developing learner's skills	19	21	10	10	1	102	163	2.33
Courses are easy to navigate	15	24	14	5	3	102	163	2.30
Students may have the opportunity to mix what they learn with practical work	18	21	15	4	3	102	163	2.23

INTERPRETATION:

The above question asked to know why they think that online education is an effective way of learning. The first offers an interactive way of education mean score is 2.05 which is near to 2 that means people are agree on that statement. Ease of access of information related to course mean score is also 2 which means people also agree with the statement. Students can learn at their own pace, Enables learning at anytime and anywhere, helps in developing learner's skills, courses are easy to navigate and they have opportunity to mix what they learned with practical means score also 2 to 2.5 between that means it's almost near to 2 so most of people agree on all the statement but less people strongly agree and disagree with the above statement.

5. Online education is not an effective mode of education because

TABLE 5.5

Particular	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	NA	Total	Mean
Students need to feel connected to their school	28	56	15	3	0	61	163	1.93
Lack of interaction between classmates and instructor	25	48	19	7	3	61	163	2.17
Lack of real time feedback to questions and assignments	26	46	14	8	8	61	163	2.27
Classroom environments helps student to learn more	46	30	20	4	2	61	163	1.88
Needs perfect computer and Internet skills	21	40	28	7	6	61	163	2.38
More expensive than traditional education	19	42	24	12	5	61	163	2.43
Bandwidth and Internet speed could represent some problems	20	42	20	9	11	61	163	2.50

INTERPRETATION:

The above question asked to know why people don't prefer online education over traditional education. From the given options to people thinks that students need to feel contacted to their school, lack of interaction between classmate and instructor, lack of real time feedback to question and assignments, classroom environment helps student to learn more are mean score is 1.93, 2.17, 2.27 and 1.88 respectively and which is near to 2 so, above all the statements people are agreed that these things can't be learned via online education.

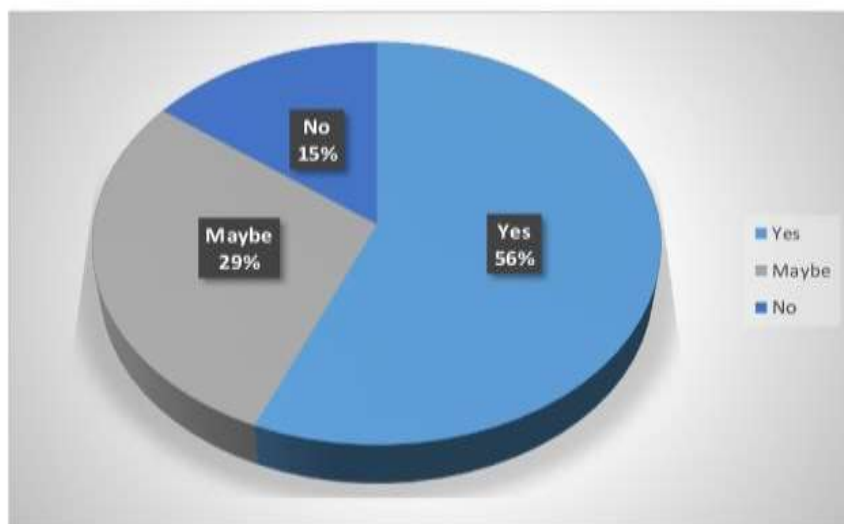
On the other hand, needs perfect computer and internet skill, more expensive than traditional education and bandwidth and internet speed could represent some problems are mean score is 2.38, 2.43 and 2.50 respectively which is stands between 2 to 3 and so people are agreed as well as neutral on their decision so, we can say that these things also can't be learned via e-learning.

6. Do you think online education will help in overcoming the problems of higher education?

TABLE 5.6

Particular	Frequency	%
Yes	92	56
May be	47	29
No	24	15
Total	163	100

GRAPH 5.6



INTERPRETATION:

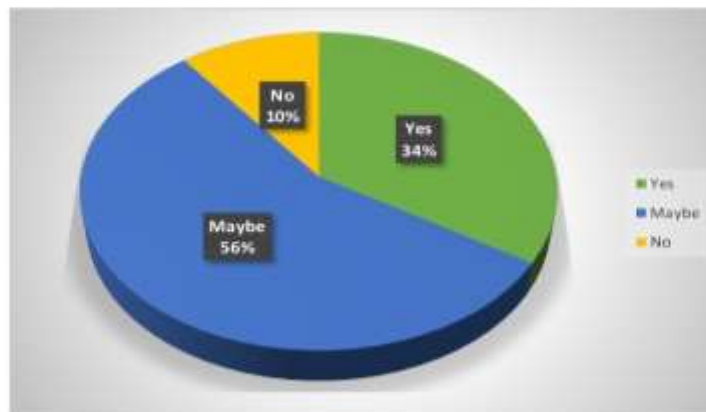
The above question asked to know what people think about online education will solve the problem of higher education. 56% respondent node that it will change higher education problems.30% people neither agree or disagree with the statement.

7. Do you think online education can help in improving the quality of higher education?

TABLE 5.7

Particular	Frequency	%
Yes	55	34
May be	91	56
No	17	10
Total	163	100

GRAPH 5.7



INTERPRETATION:

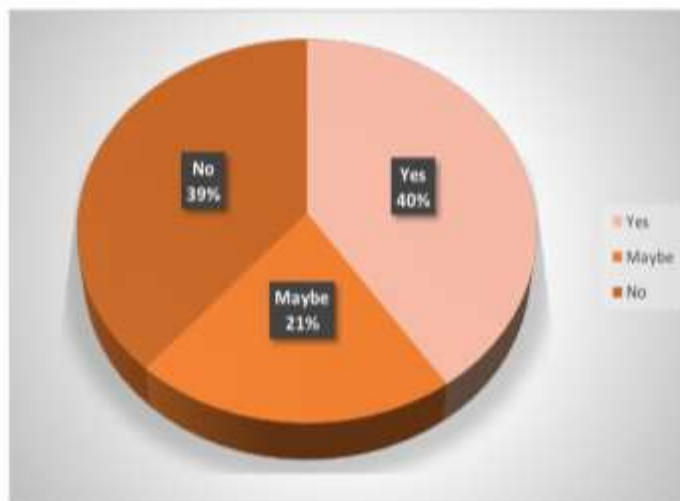
The above question asked to know that the online education will improve the quality of education or not. In our research 34% people are agreed and 10% people are not agree with the statement. And 56% people are neither agree or disagree, that's means the online education might improve quality of education.

8. Do you think online education graduates/students will gain more skill than traditional education?

TABLE 5.8

Particular	Frequency	%
Yes	66	40
May be	34	21
No	63	39
Total	163	100

GRAPH 5.8



INTERPRETATION:

The above question is comparative based and the above question asked to know will students get more skills from online education than traditional education. As per our research 40% respondents are agreed that students will get more skills from online education while 40% also disagree that online education will not provide better skill than traditional education system. And 21% people are neither agree to disagree on this statement.

CHAPTER-7

FINDING AND RECOMMENDATIONS

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

Some of the suggestion we got from our respondent: -

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

Conclusion

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

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

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

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