



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

## **SUMMER INTERNSHIP REPORT-2021**

**ON**

### **STUDY OF MARKETING PROMOTION AND SALES CAMPAIGN FOR HUMMINGBIRD OLYMPIAD USING MULTIPLE CHANNELS**

**STUDENT NAME:     BPUT REGD. No.:**

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2006258057

**INTERNAL GUIDE**

**EXTERNAL GUIDE**

Dr.(Prof.) B. B. DasMr. Piyush KhatriMarketing & Soft SkillsChief Executive  
Officer



**A PROJECT REPORT**

**ON**

**“Study of Marketing Promotion and Sales Campaign for Hummingbird  
Olympiad using multiple channels.”**



**SUBMITTED BY**

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**OF**

**BIJUPATNAIK INSTITUTE OF IT AND MANAGEMENT**

**STUDIES BHUBANESWAR**



**UNDER THE GUIDANCE OF**

**Dr.(Prof.) B.B DAS (Marketing), BIITM**

**IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE  
OF MASTER OF BUSINESS ADMINISTRATION**

**BATCH 2020-2022**

## **DECLARATION**

I, **APARAJITA NAYAK**, declare that the Major Project Work presented through this report was carried out by me in accordance with the requirements and in compliance of the Academic Regulations of the Biju Pattnaik University of Technology for the Master of Business Administration (MBA) Degree Programme and that it has not been submitted for any other academic award. Except where indicated by specific reference in the text, the work is solely my own work. Work done in collaboration with, or with the assistance of, others, has been acknowledged and indicated as such. Any views expressed in the report are those of the author.

Place: Bhubaneswar **APARAJITA NAYAK**

**Regd.No.:2006258057**

## **CERTIFICATE FROM INTERNAL GUIDE**

This is to certify that the report of the Major Project Work which is submitted by **Aparajita Nayak** in partial fulfillment of the requirement for the award of the of Master of Business Administration of **Biju Patnaik University of Technology, Odisha**, is a record of the candidate's own work carried out by him under my supervision.

(Dr. B. B Das)  
*Professor (Marketing)*  
*BIITM*

*Bhubaneswar-751024*

## **CERTIFICATE FROM COMPANY GUIDE**



This is to certify that, **AparajitaNayak**, Student of **Biju Patnaik Institute of Information Technology and Management Studies** , has successfully completed the summer internship program in the field of Marketing and Sales from **1<sup>st</sup> June 2021** to **31<sup>st</sup> July 2021** in our organization.

**Mr. Piyush Khatri**  
Chief Executive Officer  
Humming Bird Education Ltd.

## **ACKNOWLEDGMENTS**

I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project. I am highly obliged and grateful to my parents without whose support and care I could not have completed this report. I express my deep gratitude towards my guide, **Dr. (Er.) B.B.Das,Professor** (Marketing), MBA Biju Patnaik Institute of Information Technology and Management Studies Bhubaneswar, for his tremendous support, encouragement and help.

I convey my sincere thanks to Dr.B.B.Das, Professor (Marketing), Biju Patnaik Institute of Information Technology and Management Studies for his cooperation in the completion of the project.

I would like to extend my gratitude to the Department of Master of Business Administration, Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, for their support and cooperation. Finally, I extend my appreciation to all my friends, teaching and non-teaching staff, who directly or indirectly help me in this endeavour.

Place: BhubaneswarAparajitaNayak

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# **ABSTRACT**

The report reviews the importance of marketing and sales in the globalized world. Now a days marketing has become a very important tool for every industry to reach the consumer. The project is mainly undertaken to study the promotional strategies at Humming Bird Education Ltd. The intention of the study is to analyse the factors affecting the customer in selecting the product and to make the product more preferable in the market.

The main aim of the study is to gain knowledge about B2B,B2 and content based promotion, to create awareness among the customer about the product. In today's crowded marketplace where products and services are touting themselves to be the best, it is important to stand out in the crowd.The project will cover marketing and sales trends,promotional strategies, organization structure and type,company analysis. Ultimately, this was an eye-opening experience on many levels. First, my only prior reference point for the “working world” was group research projects on make-believe companies. Conversely, this internship was real - and at times, a little bit scary. That said, I feel like I have a head start on being a successful employee in my field by learning these real-world skills. From start to finish, I was given resources to build my portfolio for the future. Clearly, this isn't something everyone can say after an internship.The experiences that you go through are what shape you. Internships allow you to learn more about yourself and your aspirations. The exposure that I received from this internship was unlike any other traditional learning experience that I had received in the classroom. Through this, I was able to gain first-hand exposure to working in the real world...during a pandemic!

In the end, there are highs and lows in every job. However, the lessons learned along the way will always help you grow as a person. All in all, I can say that my internship experience will continue to shape me into a better person and professional. Also, I experienced more growth in the past two months than most people get in all four years at college

Place:Bhubaneswar

**AparajitaNayak**

Regd.No.:2006258057

# **CHAPTER 1**

## **Introduction**

Humming Bird Education Ltd. is the world's only Olympiad organization listed on **Bombay Stock Exchange**. Humming Bird has served millions of students all across the globe from more than 10000 schools in 11 countries in last 10 years. For the same, our organization has been appreciated by the Media all over the world, prominent celebrities & politicians and renowned educators. The main objective of Humming Bird Education Ltd, is to motivate the students to understand the in-depth knowledge of the subject as well as to enhance their factual, conceptual, reasoning, logical, analytical & problem solving skills. This helps the students to realize their true intellectual potential. The Humming Bird International Olympiads are not only based on IQ (Intelligence Quotient) but also covers EQ (Emotional Quotient), SQ (Spiritual Quotient), CQ (Creativity Quotient), AQ (Adversity Quotient), FQ (Financial Quotient) and more importantly HQ (Happiness Quotient). We believe in overall development of students and henceforth serve them with perfectly crafted Olympiads.

The report reviews the importance of marketing and sales in the globalized world. Now a days marketing has become a very important tool for every industry to reach the consumer. The project is mainly undertaken to study the promotional strategies at Humming Bird Education Ltd. The intention of the study is to analyze the factors affecting the customer in selecting the product and to make the product more preferable in the market. The main aim of the study is to gain knowledge about B2B, B2C and content based promotion, to create awareness among the customer about the product. In today's crowded marketplace where products and services are touting themselves to be the best, it is important to stand out in the crowd. The project will cover marketing and sales trends, promotional strategies, organization structure and type, company analysis. The title of the project is creating content, business network and promoting through B2B, B2C and social media for the Humming Bird Olympiad exam and online courses.

- Marketing and sales deals with the exploration and understanding of customer needs, with the response to them through the development, production and sales of goods and services (including innovation implementation) and also deals with the impact on customers' needs in accordance with

the strategic purposes of the organization. Marketing and Sales include several different categories of processes such as:

- Market Research and analysis
- Marketing research
- Marketing and Promotion
- Brand Management
- Sales
- CRM (Customer Relationship Management)
- Customer Care
- Marketing management methods:
  - 5K (Total Loyalty Marketing)
  - Blue Ocean Strategy
  - Brand Management
  - Branding
  - CRM (Customer Relationship Management)
  - Holistic Marketing Concept
  - Market Segmentation
  - Concept of Marketing Activities (business concept)
  - Marketing Concept
  - Marketing Mix 3V
  - Marketing Mix 4C
  - Marketing Mix 4P
  - Marketing Strategy
  - Positioning
  - Production Concept
  - Product Concept
- Analytical techniques used in this marketing management:
  - Five Forces Analysis 5F (Five Forces Model)
  - Ansoff Matrix
  - BCG Matrix (Boston matrix)
  - Customer Portfolio Matrix
  - TLM (Total Loyalty Marketing)
  - Kano Model
  - PESTLE Analysis
  - SWOT Analysis
  - VRIO Analysis

## **Scope**

The project scope involves the study of promotional strategies, marketing research, data collection, different types of marketing and to understand the company structure. The scope also involves the importance of sales and marketing in this globalized world and to create awareness among the customer and to gain knowledge about b2b, b2c and content based promotion.

The study can be used by researcher for the further analysis and recommendations. The company executive can also utilize the project report for the purpose of taking financial

decision. The training students can also use the report to undergo the various aspects of financial management. Further the study also involves an analysis of students' perspectives on the importance of Olympiad exam. The scope of the study is restricted to only class 1 to class 12 students and also it is restricted to those industry who are offering Olympiad examination.

## **Objectives**

The main objective of Humming Bird Education Ltd, is to motivate the students to understand the in-depth knowledge of the subject as well as to enhance their factual, conceptual, reasoning, logical, analytical & problem solving skills. This helps the students to realize their true intellectual potential.

- To learn about the different promotional strategy used in marketing.
- To gain knowledge about B2B, B2C and content based promotion
- To gain the experience of a positive work environment
- To learn the Marketing operation of Humming Bird Education Ltd.
- To learn about how market research can be conducted

## **Methodology**

The Methodology used in this project are Primary research, Secondary research and marketing strategies. Through primary research I have discussed with the students about the Olympiad examination, conducting a survey and getting feedback from the students. I have reached to the students through social media platform and also able to get their opinion.

By secondary research I was able to discuss with so many educational institutions. Finding the institute in different website and then explained them about the product and also got their feedback about the examination whether they want to conduct the exam or not.

I have also used different kind of marketing strategies like content based promotion, promoting through social media platform. I had to update all the details of the leads that I have generated and provided those details to the guide in a document format.

### **Limitations:**

The report has been prepared from the feedback and information provided by the Market Operation Division and also the learning's throughout these 2 long months of internship program. Market Operation Division is a very confidential department in

terms of its information. The information's are really very much private and confidential. The information about this division can only be shared among very few other divisions and employees in Humming Bird itself. The information's cannot be

disclosed to the external world. Though the report would be helpful to Business Solutions Limited a lot, but the information's were confidential enough to disclose to the external world.

Another problem was time constraint. Though it was a 2 months program, but the activities of this division is so vast that 2 months program would not be enough to get the full idea about all the activities of this division. This period of time is not enough for a complete and clear study.

Although there were many limitations I tried to give best effort to furnish the report.

## CHAPTER 2

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### COMPANY PROFILE AND INDUSTRY ANALYSIS

#### Types, Structure and Capital structure of the Firm:



Humming Bird Education Ltd. is the world's only Olympiad organization listed on Bombay Stock Exchange with CIN No. U80221DL2010PLC207436 thus making us the biggest Third Party Evaluators for students & teachers.

Humming Bird has served millions of students all across the globe from more than 10000 schools in 11 countries in last 10 years. For the same, our organization has been appreciated by the Media all over the world, prominent celebrities & politicians and renowned educators. We also have been awarded with 'Asia's Greatest Leaders' & 'Asia's Greatest Brands' prby 'PRICE WATER HOUSE COOPERS P. L.' Humming Bird Education Limited provides online educational services.



Company offers subjects such as factual, conceptual, logical, and analytical and problem solving skills. Humming Bird Education serves students in India.

Our Company currently has 8 (Eight) directors on our Board out of which 2 (Two) are Executive Directors, 2 (Two) are Non-Executive Non Independent Directors and 4 (Four) are Non-Executive Independent Directors.

#### **EXECUTIVES:**

1. Mr. Nitesh Jain, Managing Director
2. Mrs. Vaishali Jain, CFO & Director (Executive)
3. Mr. Narender Kumar Jain, Non-Executive Non Independent Director
4. Mr. Savishesh Raj, Non-Executive Non Independent Director
5. Mrs. Tina Jain, Non-Executive Independent Director
6. Mr. Vipul Khandelwal, Non-Executive Independent Director
7. Mr. Arihant Jain, Non-Executive Independent Director
8. Ms. Sonam Mangla, Non-Executive Independent Director

#### **Capital Structure :**

At present the company has only one class of share- Equity share of value Rs.10 each. The authorized share capital of the company is 7,500,00/- divided into 750,000 equity share of Rs.10 each. The paid up share capital of the company is 6,130,000/- divided into 613,00 equity shares of Rs. 10 each.

#### **HR policy:**

Humming Bird takes its human resources seriously with a number of different employment policies and. The HR department covers everything from performance management to employee relations and engagement, ensuring its' workforce receives adequate benefits and support.

#### **Financial Performance:**

##### **PROFIT AND LOSS:**

Consolidated Figures in Rs. Crore

	Mar 2018	Mar 2019	Mar 2020	Mar2021	TTM
Sales +	1.17	1.89	2.37	0.25	0.48
Expenses +	1.00	1.36	2.06	0.90	0.70

<b>Operating Profit</b>	<b>0.17</b>	<b>0.53</b>	<b>0.31</b>	<b>-0.65</b>	<b>-0.22</b>
OPM %	14.53%	28.04%	13.08%	-260.00%	-45.83%
Other Income	0.00	0.00	0.13	-0.26	-0.29
Interest	0.00	0.00	0.00	0.00	0.00
Depreciation	0.02	0.09	0.12	0.11	0.10
<b>Profit before tax</b>	<b>0.15</b>	<b>0.44</b>	<b>0.32</b>	<b>-1.02</b>	<b>-0.61</b>
Tax %	26.67%	25.00%	28.12%	4.90%	
Net Profit	<b>0.04</b>	<b>0.11</b>	<b>0.33</b>	<b>0.23</b>	<b>-0.97</b>

### **BUSINESS ANALYSIS**

- **Experienced Promoter and Management Expertise**

Our Company is managed by a team of competent personnel having knowledge of core aspects of our Business. Our promoter viz. Mr. Nitesh Jain with his knowledge and experience as well as assisted by our Key Managerial Persons who have helped us to have long term relations with our customers. Further, they have also facilitated us to entrench with new customers. We believe that our experience, knowledge and human resources will enable us to drive the business in a successful and profitable manner.

- **Quality Assurance**

Our Company has excellent record of providing quality services which makes our Company unique from our competitors. In terms of Quality, our Company focuses significantly on the experiences of our staff and quality of material provided to the students to ensure the desired quality is attained.

- **Unique Brand Positioning**

We believe our “Humming Bird” brand is associated with conducting quality Olympiads. We have been able to deepen our brand recognition and improve our brand recall through a variety of means such as our strong student performance, pan-India network, quality faculty, comprehensive study material, modern infrastructure, integrated systems and processes, and targeted marketing.






- Result Oriented







We provide high priority services to Schools, scientifically designed study material, free mobile app , performance analysis report for all participants, 24\*7 support for schools, Parents and Students and many more to cultivate in-depth knowledge of the subject as well as to enhance the factual, conceptual, reasoning, logical, analytical & problem solving skills among the Students.

- Geographical Presence

The presence of Humming Bird across India and abroad increases accessibility to students at various locations. Our knowledge of the national market as well as regional markets assists us in developing Olympiads methodologies to address changing student requirements. We are less affected by changes in regional markets, such as changes in examination formats, as compared to regional or local players operating in affected regions.

## PRODUCT

SI NO	PRODUCT	DESCRIPTION
<u>1</u>	 <p>The logo for the Humming Bird Talent Search Exam (HBTSE) features the text 'HUMMING BIRD' at the top. Below it are three colored squares: blue with a white bird, red with a white pencil, and yellow with a white book. Under these squares are the letters 'H B T S E' in blue, red, yellow, blue, and red respectively. At the bottom is a blue banner with the text 'Talent Search Exam.' in white.</p>	<b>Talent search</b>
<u>2</u>	 <p>The logo for the Humming Bird Cyber Olympiad (HCO) features the text 'HUMMING BIRD' at the top. Below it are three colored squares: green with a white person at a computer, blue with a white globe, and red with a white laptop. Under these squares are the letters 'H C O' in green, blue, and red respectively. At the bottom is a red banner with the text 'Cyber Olympiad' in white.</p>	<b>Cyber Olympiad</b>
<u>3</u>	 <p>The logo for the Humming Bird English Olympiad (HEO) features the text 'HUMMING BIRD' at the top. Below it are three colored squares: red with a white 'G' and a white envelope, purple with a white speech bubble, and green with a white speech bubble. Under these squares are the letters 'H E O' in red, purple, and green respectively. At the bottom is a red banner with the text 'English Olympiad' in white.</p>	<b>English</b>

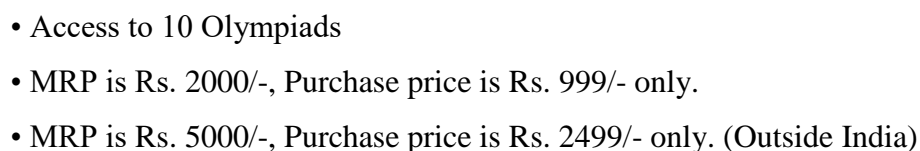
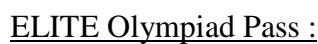
<u>4</u>	 <p>HUMMING BIRD H G O G. K. Olympiad</p>	G.K
<u>5</u>	 <p>HUMMING BIRD ह ह ओ H H O Hindi Olympiad</p>	HINDI
<u>6</u>	 <p>HUMMING BIRD H M I T Multiple Intelligence Test</p>	Multiple intelligence test
<u>7</u>	 <p>HUMMING BIRD H M O Mathematics Olympiad</p>	Mathematics
<u>8</u>	 <p>HUMMING BIRD H S O Science Olympiad</p>	Science
<u>9</u>	 <p>SpellBee = Humming Bird = Spelling Competition</p>	Spellings & English Grammar

They also conduct Olympiad exam for different kinds of language like Sanskrit, Marathi, Tamil, Telugu, Bengali.

Fee: Rs. 200/- per participant per Olympiad

Olympiad pass is a Voucher with a Coupon code that can be used to avail discount while participating in the Humming Bird Olympiads on [www.olympiads.co.in](http://www.olympiads.co.in). There are two different Olympiad passes: SMART & ELITE.

- Access to 5 Olympiads
- MRP is Rs. 1000/-, Purchase price is Rs. 599/- only.
- MRP is Rs. 2500/-, Purchase price is Rs. 1499/- only. (Outside India)



They always looks for some of the best schools,colleges, coaching centre across India even outside the country.

## **PROMOTION :**

Humming Bird Education has adopted 'Blue Ocean' strategy for expanding our product and service offerings, our geographical footprints and developing and implementing innovative business initiatives. In the Education sector, it is imperative to identify market heuristics and deliver a product with the dynamic nature of syllabus. We have always worked in the direction to innovate the products and services for students and schools. We offer educational products and services for the students who are present all over the world, however geographical study of every area is needed to satisfy the requirement of the customer and keep ourselves equally relevant and in demand everywhere. The competitors have always played a very important role in our strategy building since we learned a lot from their success and failure points. The rigorous study of their products, services, market relevance, market hold and client binding strategies has led us to create, innovate & develop our market segments. 8 years down the line, Humming Bird has now started creating its own market standards and focus on monopolizing it in the coming years beating the traditional methodologies as used by the much our competitors.

We approach the schools using the innovative methods and propose our products through the testimonials, which give prodigious confidence to schools in choosing us to be their Olympiad partner. For existing clients, we focus majorly on best in industry and personalized after sales service so that schools are always sure of the highest service standards.

We have now touched upon the untapped sector of state board schools that have a language barrier while taking up the Olympiad. Humming Bird is now conducting the Olympiads in Hindi Medium and Tamil Medium also along with English Medium and has got extremely positive response which led us to announce the Olympiad in all regional languages from 2019 session.

Every individual in the Business development team is allotted a particular region for the Business improvement and customer service. The region allotted according to local demographic, with language of the region, socioeconomic environment & the academic year timing. Since timing is very important in our business.

We are further promoting Humming Bird in Global online communities for promoting transparency and information sharing. We strongly believe in user engagement since it leads to a high utilization rate. High Utilization Rate = High Renewal Rate. We educate our customer regarding every in and out of our products and services which has supported us in acquiring a dependable customer base.

We firmly trust on maintenance of a strong CRM System and customer databases with necessary filters so as to keep the continuous engagement. We have also started with the technological developments in the company to make room for individual participation (students who wish to enroll directly) which may enable us to access 100% market size.

- To promote their product they mainly use social media platform like Facebook, Instagram and WhatsApp.
- By creating short videos on mathematical formula they also attract the students to appear for the Olympiad.
- By visiting schools, colleges and institute and explaining them about the Olympiad and it's benefits for the students.
- By creating a content for the Olympiad examination and posting it on the social media platform so that it will create a awareness among the students about humming bird Olympiad examination.

### **POSITIONING STRATEGY :**

- Creating short videos on Olympiad exam that will encourage students
- The students are also provided with OQ (Olympiad Quotient) on behalf of their performance in the Olympiads with the help of which they may get easier access to admissions in private colleges/ universities and even private jobs
- One to one session and group sessions for the students
- Providing unlimited mock tests and helping the students prepare for National/International level Olympiads and future competitive examinations.

### **BRANDING STRATEGY :**

- Video marketing campaigns
- Regional campaigns
- Providing high level of Examination
- Exciting rewards for those who perform well in the examination
- By conducting events and webinar

### **INDUSTRY ANALYSIS :**

### **SWOT ANALYSIS OF THE COMPANY**

#### **STRENGTH:**

- Rich experience
- Result oriented
- Geographical presence on international level
- Excellent network management
- Good track record

#### WEAKNESS:

- Low access in rural area
- Limited financial resources

#### OPPORTUNITIES:

- Positive market sentiments for education history
- Government initiatives
- Business services for education industry is largely untapped

#### THREATS:

- High competition level because there are so many other organization that conduct Olympiad examination
- Changes in government policy
- Economic conditions

### **PORTER MODEL ANALYSIS:**

#### Competitive Rivalry:

- The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company
- .There are so many other organization that conduct Olympiad examination for the students and will increase their competitiveness with low cost and excellent customer service.

#### Threat of new entrants:

- If any new organization India talent, SOF offering the same products with more feature and less price it will be a threat for the company.

#### Power of Suppliers:

- Schools and colleges have the power of students database so sometimes they can control the student's decision making

#### Power of Buyers:

- If any competitors offer similar products with less price then the customer will shift to that company, as a result the company has to decrease the price.

#### Threat of new substitutes:

- There are so many other Olympiad exam like SOF, if they have similar products the customer can switch to another products.

#### Market Size:

- The education sector in India is poised to witness major growth in the years to come as India will have world's largest population and second largest graduate talent pipeline globally by the end of 2022. The education sector in India is estimated at US\$ 91.7 billion in FY21 and is expected to reach US\$ 101.1 billion in FY22.
- Higher education system in India has undergone rapid expansion. Currently, India's higher education system is the largest in the world enrolling over 70 million students while in less than two decades, India has managed to create additional capacity for over 40 million students. By 2025, the segment is expected to reach US\$ 35.03 billion.
- The country has become the second largest market for e-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million users.

#### Growth of Education Sector in India:

- India has 850 operational universities as of April 2021.
- With both the Government and the private sector stepping up to invest in the Indian education sector, the number of schools and colleges have seen an uptrend over the past few years .
- Government's initiative to increase awareness among all sections of the society has played a major role in promoting higher education among the youth.
- Total number of agricultural universities in the country increased from 35 in 1999 to 75 in 2021

#### Olympiad Market:

- Students from classes 1 to 12 form the Target Segment of Olympiad exams. There are 12 different Subject based Olympiads which are offered for participation of Students. The Students may participate through Schools or they may apply individually as well. The Students of every part of India from any Educational board are eligible for the participation in the Olympiad.

## **TARGET AUDIENCE**

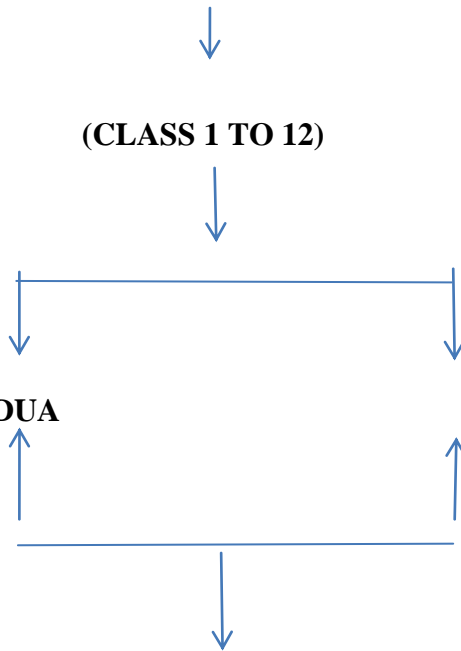
**STUDENTS**

**(CLASS 1 TO 12)**

**SCHOOLS**

**INDIVIDUA**

**ICSE,CBSE,IGCSE,STATE BOARDS,OPEN LEARNING,OTHERS**





# CHAPTER 3

---

## COMPETITOR ANALYSIS

### Differential Competitor Analysis:

We face competition from different regional, national and international companies/ organization conducting Olympiads. Competitors having superior financial, research, execution and marketing resources than us pose competition to us. Our competitors includes both large and small organizations conducting Olympiads in the regions and areas where we operate.

We also face competition from various small unorganized organizations. However, we expect that our commitment to quality, past record, success and transparency will provide us with an edge over our competitors. Some of our competitors are given below:

- SCIENCE OLYMPIAD FOUNDATION
- SILVER ZONE
- UNIFIED COUNCIL
- HOMI BHABHA CENTRE FOR SCIENCE EDUCATION

### STEP 1:

The first thing you need to do is figure out who your competitors are. This process isn't as simple as just choosing the leaders in your industry or even choosing the companies whose products are the most similar to yours.

Take all of those direct and indirect competitors and put them into one spreadsheet and categorize them accordingly.

COMPETITOR	CATEGORY	NOTES
SCIENCE OLYMPIAD FOUNDATION	DIRECT	SAME CUSTOMER,DIFFERENT PROBLEM
HOMI BHABHA CENTRE FOR SCIENCE EDUCATION	DIRECT	
UNIFIED COUNCIL	DIRECT	

## **STEP 2:**

Now that you know your competitors, you need to identify their products' features. To do this, review their websites, download their apps, take advantage of any free trials they offer, and use their products if they're available.

If your product has the same or a similar feature, classify it as "similar." If the feature is unique to your competitor, classify it as "unique."

Once you've done that, give each feature another category. This time, you'll be categorizing each feature as a "strength" or "weakness."

## **COMPARING WITH SOF**



PRODUCT FEATURE	SIMILAR/ UNIQUE	STRENGTH/ WEAKNESS
Registration Process	SIMILAR	STRENGTH
Variety	SIMILAR	WEAKNESS
Price	UNIQUE	WEAKNESS
Standard /Quality	UNIQUE	STRENGTH
Service	UNIQUE	WEAKNESS

### **COMPARING WITH SILVER ZONE:**



PRODUCT FEATURE	SIMILAR/UNIQUE	STRENGTH/WEAKNESS
Registration Process	UNIQUE	WEAKNESS
Variety	SIMILAR	STRENGTH
Price	UNIQUE	STRENGTH
Standard/Quality	UNIQUE	WEAKNESS

### **STEP 3:**

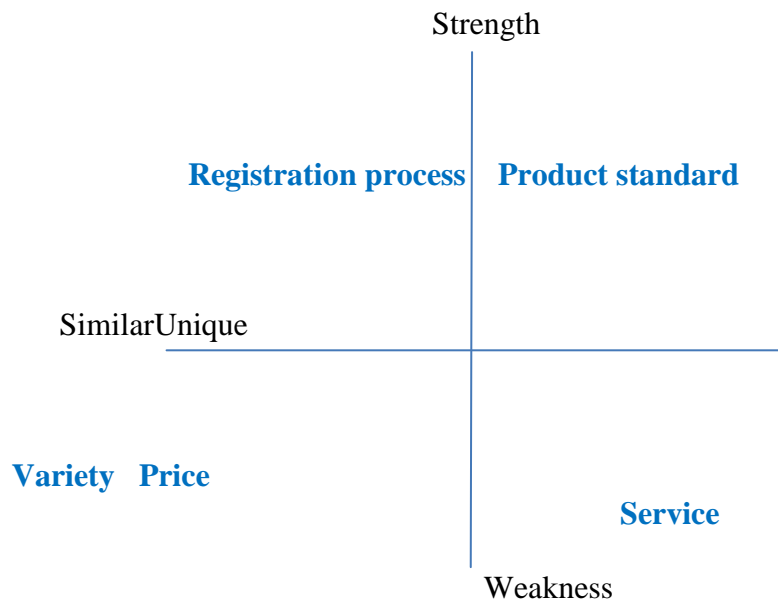
Next, you need to find user reviews for each competitor's product.

After going through all the reviews , it is clear that there is need of development in the standard of questions, payment process and should fix the technical problem in the server.

So these things need to be developed if the company wants to be better than its' competitor .

### **STEP 4:**

Take all of the features that you categorized in your spreadsheet and plot them on the chart. This helps you figure out what features will give you a competitive edge against your competitors.



- Look at all the features that categorized as a similar weakness (bottom left). These are starting points because the company has a similar product feature as their weakness. If the similar feature is a strength of the company, then the company found a competitive advantage.
- If the similar feature isn't a strength, that's even better. The company found a place to start building a competitive advantage.

# CHAPTER 4

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## Customer Analysis

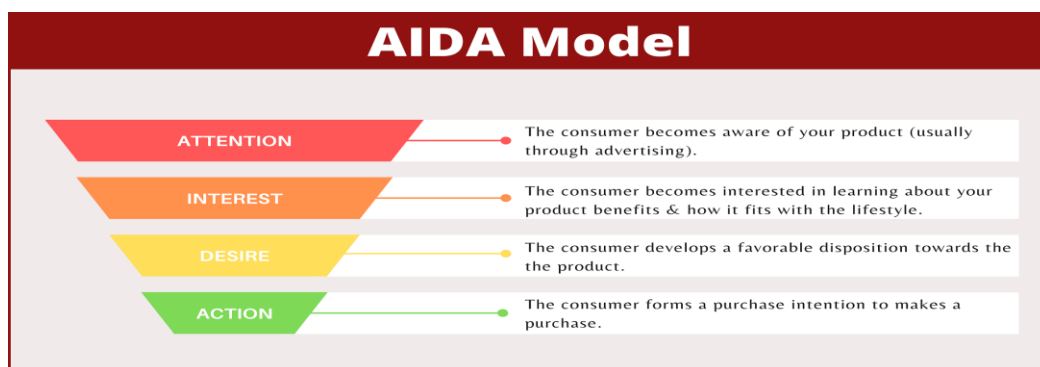
### WHO IS THE CUSTOMER ?

- As it is Ed tech organization, the main and potential customer will be the students those who are from class to class 12 .
- In case of B2B, the potential customer will be Schools, colleges and coaching centre from different location.
- As compared to the competitors customer , there is no huge difference between the organization. It's all about who has the best feature that can attract more customer than the competitor.

### SPECIFIC FACTOR THAT AFFECTS THE CUSTOMER

- Different types of Olympiad exam
- Reasonable price
- Preparation guide before exam
- Free study material
- Examination in different languages
- Rewards
- Level of examination

### AIDA MODEL OF THE PRODUCT



#### ATTENTION:

The awareness stage is the most underrated stage of the AIDA model. This is the stage where the brand creates awareness and attracts the attention of its potential customers. It

is the first interaction between the brand and the customer. The existence of a brand does not mean that the customers will know about it. The brands have to ensure they are making themselves visible to the customers. So Humming bird ed ltd they create an awareness among the students , schools and colleges by visiting them and explaining them about their product,how it is different from other Olympiad exam,how it will help them to boost their skills. By conducting events they try to gain the focus the students. They announce that it is completely different from other exam and there will be different types of rewards for the students so that create a awareness among the students.

#### INTEREST:

Then they took the next stage to develop interest among the customer. They explained everything about the product and it's benefits like Merit certificate, National level rewards, development of reasoning and conceptual skills and also the value of certificates. So it create a interest among the students

#### DESIRE:

The desire stage was created when they explained to the customer how it will solve the problems of the students like participating in competitive exam,calculation,conceptual question,memory based question because the students generally have this kind of problem. So this is how they create desire in the customer's mind by proving that this is the best choice for them.

#### ACTION:

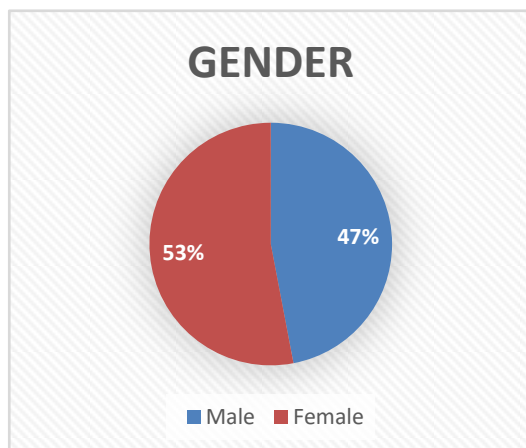
The action part was strengthen when they conducted a Olympiad exam in free for some of the students across different location. After getting feedback from those students,schools and colleges, it showed that it will really help the students in their future preparation and also it will surely develop their skills and talent.

#### ANALYSIS:

- For my project data I have collected through structured questionnaire and interview with respondents from different location. For this project research instrument is the personal interview with the structured questionnaire containing related questions for the selected topic of the research study.
- The sample size for this research is of only of 50 respondents.

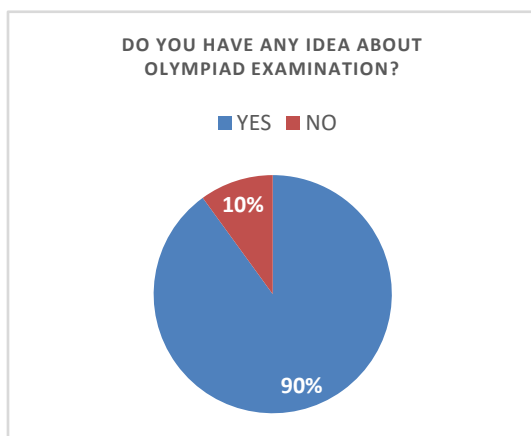
#### GENDER

Interpretation: It can be known from the below chart that, from total 50 respondents, 47% of the respondents were male, on the other hand, 53% of respondents were female



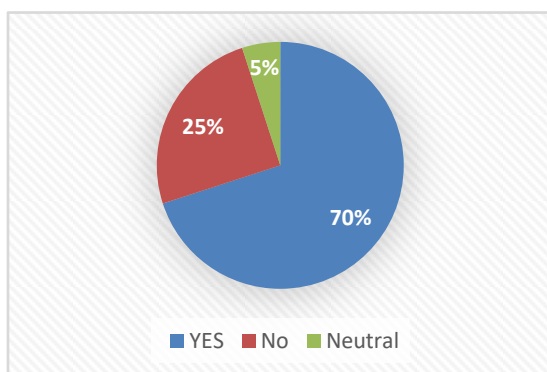
## 2. DO YOU HAVE ANY IDEA ABOUT OLYMPIAD EXAMINATION?

It can be known from the above graph that, 90% of respondents are aware about the e/m learning applications and around 10%, do not have any idea about learning applications.



## 3. INTERESTED IN PARTICIPATING IN THE EXAM?

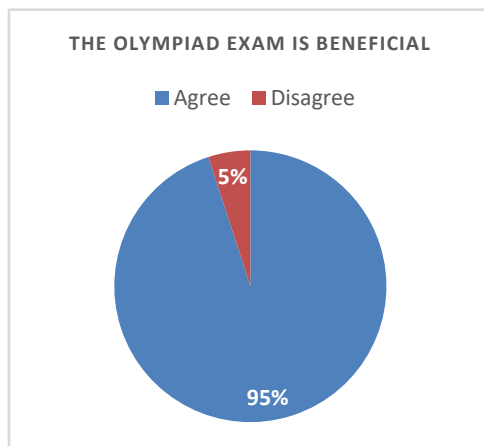
Interpretation: Above pie chart shows the percentage of people interested in taking guidance from application based learning. 7% of respondents are not interested in any application based learning. 19% feel neutral about it.



## 4. THE OLYMPIAD EXAM IS BENEFICIAL

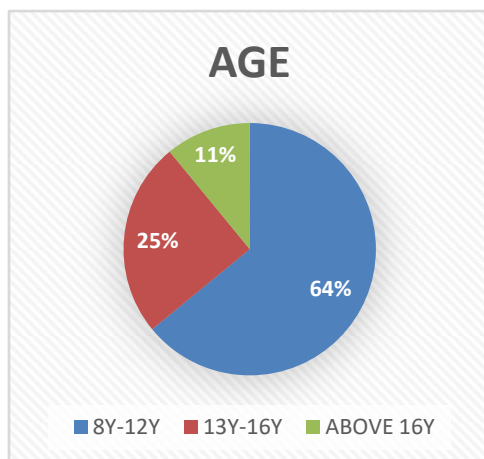
Interpretation: Above pie chart shows 95% percentage of people

Strongly agree that it will be beneficial and the rest 5% do not agree with the statement .



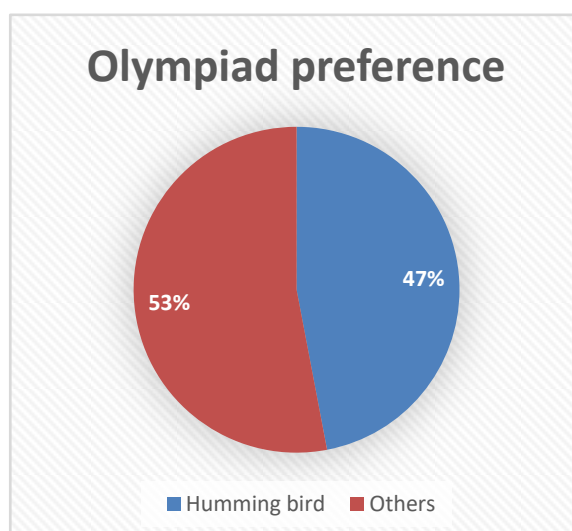
## 5. AGE

Interpretation: It can be inferred from the above graph that, out of 50 respondents, the majority of respondents around 60% are between 8 to 12 years, 28% of respondents are between 13 to 16 years and only 12% of respondents are above 16 years.



## 1. OLYMPIAD PREFERENCE

Interpretation: It can be inferred that, out of 50 respondents, 47% of respondents preferred Humming Bird Olympiad and rest 53% preferred other Olympiad.





## CHAPTER 5

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### **Actual Work Done, Findings and Analysis**

#### **TRAINING EXPERIENCE:**

- ◆ As I mentioned, not every intern learns about “the job” in front of them. Instead, you just get to see the work environment. From my own experience, I was fully invested in “the job” - learning everything I needed to know within a real work environment. I am a college student and don’t get me wrong - I have learned a great deal in class. However, you will never fully develop until you are thrown into a proper work environment and get real hands-on experience.
- ◆ For example, I was given a project and the necessary guidance to complete the project. You know, just like an actual employee - crazy right? For instance, I had deadlines to meet, clients to speak to, and tasks to be executed. In addition, I had to develop my own insights in the marketing world - along with learning different programs and procedures.
- ◆ Outside of assigned projects, there were plenty of tedious tasks during my internship. Not quite getting coffee or making copies (but close). However, these tasks gave me an appreciation for the importance of details - especially seeing how these tasks apply to a real-world company.
- ◆ Ultimately, this was an eye-opening experience on many levels. First, my only prior reference point for the “working world” was group research projects on make-believe companies. Conversely, this internship was real - and at times, a little bit scary. That said, I feel like I have a head start on being a successful employee in my field by learning these real-world skills. From start to finish, I was given resources to build my portfolio for the future. Clearly, this isn’t something everyone can say after an internship.

#### **Personal Growth:**

- ◆ In the beginning, I was unsure of myself and my future - which is typical for college kids. For example, there’s a tendency of wanting to do more - but also being nervous about going outside your comfort zone. For me, working with skilful/educated mentors during my internship provided me with a bridge from youth (present state) to adulthood (what’s to come). By working with mentors, you’re able to identify things you do well and where there’s room to improve. Most importantly, you have time to make adjustments and learn along the way.
- ◆ example, I was assigned tasks that I hadn’t managed before - such as having calls with customer

on my own or using unfamiliar resources for the first time. Each of these “tests” pushed me out of my comfort zone - which provided me with invaluable work experience. Believe me - throwing myself into the unknown was scary. However, this process taught me lessons that I can apply in my professional and personal life.

- ◆ In the end, there are highs and lows in every job. However, the lessons learned along the way will always help you grow as a person. All in all, I can say that my internship experience will continue to shape me into a better person and professional. Also, I experienced more growth in the past two months than most people get in all four years at college.
- ◆ Furthermore, I know that many people do not have the best experience with their internships because their personal efforts are not reflected in what the company is producing. With this in mind, my advice is to find a mentor who is willing to invest in you and your future. However - don't forget to do the same for yourself.



#### **WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES:**

<b>1<sup>ST</sup> WEEK AND 2<sup>ND</sup> WEEK</b>	<ul style="list-style-type: none"><li>● <b>Joined in the company as an Intern, filled forms, explored the company.</b></li><li>● <b>Introduced with the reporting manager.</b></li><li>● <b>Communicated with my Reporting Manager.</b></li><li>● <b>The reporting manager provide some information about Company profile and their main goal.</b></li><li>● <b>Learning Marketing Basics.</b></li><li>● <b>Explore different types of Marketing techniques.</b></li><li>● <b>Continuing understanding the above concepts</b></li><li>● <b>Selecting the suitable techniques</b></li><li>● <b>Started promoting through different Medium.</b></li></ul>
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<p><b>3<sup>RD</sup> AND 4<sup>TH</sup> WEEK</b></p>	<ul style="list-style-type: none"> <li>● <b>Introduction to Business Network</b></li> <li>● <b>Business network continued</b></li> <li>● <b>Creating Business network</b></li> <li>● <b>Learn about content based promotion</b></li> <li>● <b>Creating content for promotion</b></li> <li>● <b>Started generating leads</b></li> </ul>
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<p><b>5<sup>TH</sup> AND 6<sup>TH</sup> WEEK</b></p>	<ul style="list-style-type: none"> <li>● Continuing promoting through social media platform</li> <li>● Tied up with schools,colleges and coaching centre</li> <li>● Helping the students with their registration process and all other activities.</li> <li>● Providing details to the reporting manager</li> <li>● Discussed with the Reporting manager about achieving the weekly target.</li> </ul>
<p><b>6<sup>TH</sup> AND 7<sup>TH</sup> WEEK</b></p>	<ul style="list-style-type: none"> <li>● Creating content for the promotion of Olympiad Exam.</li> <li>● Continuing promoting through different medium.</li> <li>● Learned about Reporting and documentation</li> <li>● Created report of weekly performance</li> <li>● Submitted report to the Reporting manager</li> </ul>

## **CHALLENGES FACED DURING INTERNSHIP:**

### **Problem 1: Unnoticed Work**

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

If you continuously perform well your work can't be overlooked. So, don't feel dejected and keep up the good work. It is quite likely when you are new to the organization and are expected to be there for a brief time period.

- **Problem 2: Issues with Time Management / Self-Management**

It's your first job kind of experience. Reaching late for classes and late submissions of assignments was tolerated by your college professors.

But in a professional workspace it isn't acceptable and hence managing time can be really difficult for you. A balance between work, academics, and personal life also seems to be a challenge.

- **Problem 3: Inadequate Compensation**

You accepted an internship thinking that there won't be much pressure and the compensation would be sufficient for it. But after you actually start, you realize the pay is far lesser than the work deserves.

If you are getting enough learning experiences and it is adding to your candidature for the future, there is no harm forfeiting some of it.

- **Problem 4: Hesitant to Ask Questions**

Communication is one of those internship challenges that can actually hinder your internship time.

You might land a really good internship but upon starting you realize that the work environment is excessively grave and professional. In such an environment, you find it difficult to ask questions for the fear of being judged.

- **Problem5: Competitive Co-interns**

Your co-interns are high-spirited and work really hard. You feel intimidated as you didn't expect your internship to be so competitive.

## **FINDINGS FROM THE INTERNSHIP:**

- Hummingbird's business networking activities and how it is carried out through various B2B, B2C and social media platforms.
- Structured and methodical reporting and documentation of the process and tasks.

- Following-up with the customer and explaining various benefits.
- Primary and Secondary Market Research activities.

I learned that marketing is more than just memorizing definitions for an exam or analyzing another company's marketing campaign for a project. I learned that it's possible to utilize different forms of marketing to help a customer make a decision depending on which stage of the buyer's journey they are in.

I learned how to write proper press releases, marketing campaigns for specific products, develop compelling blogs, etc... I also learned the importance of creating and maintaining strong relationships with your customers. I enjoyed having the opportunity to track and analyze the insights and analytics for social media accounts and websites. Most importantly, I was able to experience marketing in the everyday world - how it works, how people use it, and how it affects our business and relationships!

The experiences that you go through are what shape you. Internships allow you to learn more about yourself and your aspirations. The exposure that I received from this internship was unlike any other traditional learning experience that I had received in the classroom. Through this, I was able to gain first-hand exposure to working in the real world...during a pandemic!

Just because we continue to acquire endless amounts of education during the first couple decades of our lives, it doesn't always mean that it'll translate to the working life or real world experiences. I have tried to take the knowledge and skills that I have learned in the classroom and apply it to things that are being done around me.

Also I have learned a very important skill of reporting and documentation.

At the end of the every week I have to provide the details like no of leads I have generated, no of Schools and colleges I have contacted, Customer details etc. So I have to make an excel sheet and inserting all these details and then submitting to the internship guide. This way I learn documentation.

Another learning is following up the customer because sometimes the customer will forget about the product so it's really important to follow up the customer and remind them about the product.

# CHAPTER 6

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## Suggestions And Conclusions

### SUGGESTIONS:

#### 1. Allow for Employee Autonomy

By giving employees autonomy to do their job, you are letting them know that you trust and value them. When your employees enter the workplace, it's to do a job. So, let them do it. You don't need to micromanage people. A recent study found that the higher levels of autonomy a worker experienced, the higher their sense of job satisfaction and well being. The more you allow them to be autonomous, the more productive they become. If an employee is regularly required to get permission to complete tasks or finalize jobs, they won't learn to make important decisions on their own.

#### 2. Make Use of Employee Feedback

Your employees are an invaluable resource. They know your company as well as you do. It's your employees that are completing the day-to-day operations of your business, and they know what could be improved upon. Listen to their suggestions and take their feedback seriously. Create an online portal that allows people to submit their ideas for improvement. They should be allowed to do this both anonymously or with their name attached. Then, acknowledge suggestions at employee meetings or during brainstorming sessions.

#### 3. Assist Your Team Members in Reaching Goals

Setting goals is a good way to hold yourself accountable. Not everyone is adept at setting goals, however. Make sure that you are encouraging your team members to not only set realistic, obtainable goals but also to be specific with those goals. What you don't want are vague goals like "I want to increase sales." Instead, try something like "I want to increase sales by 25% in the next three months." You want to ensure that employees are setting realistic timelines for meeting their goals.

If they don't give themselves enough time, it could cause increased stress, resulting in decreased productivity. On the other hand, offering too much time to reach a goal will not create the momentum needed to increase productivity and success. If team members reach their goals early or better yet exceed their goals, you could celebrate by

doing something special for them. Once goals have been reached, it's time to set new ones and start all over again.

### **5. Encourage Relationships Among Co-workers**

When you establish comradely within the office, you'll have fewer employees missing work, and the environment will be pleasant for everyone. If you have certain employees that just don't mesh well together, it's not a bad thing to allow them to work in different departments or areas of the office. You want to make coming in to work enjoyable, and if people are working with their friends, they will feel better about showing up each day.

### **6. Hold Walking Meetings**

Meeting with your employees, for whatever reason, is important. Whether you have something to discuss with them or they need to vent about a workplace problem to you, always encourage them to be open with their communication. A good way to reduce stress during meetings with individuals or small groups is to get out of the office. Take a walk and discuss your business on the move. Even if you aren't able to go outdoors, just getting up and moving around will create a more relaxed environment. The exercise and fresh air will foster easy communication.

### **7. Be Flexible**

Many places of business are open 7 days a week and hold hours that extend beyond a normal 40-hour workweek. This means that employees are required to work weekends, late nights, or even holidays. This can make it challenging for them to fit in time to relax and unwind. Be flexible in your expectations. While employees want to work and enjoy a sense of accomplishment in the workplace, they also have lives outside of work. Make sure you are acknowledging this and allowing them to have time off when they really need it.

### **8. Create a Reward and Accountability Program**

Some employers are afraid to acknowledge those employees that are really increasing the bottom line, but they shouldn't be. Creating a reward program within your company will encourage employees to strive for excellence. Try sending out a special email acknowledging when an employee or department reaches a specific goal. If someone is doing exceptionally well, have everyone at work thank them for their efforts. This might not seem like much, but letting people know that they are valued and appreciated by the whole team, not just the boss, goes a long way.

### **CONCLUSION:**

I am happy to complete my internship in Humming Bird Education Limited limited under Marketing and Sales department. To my own experience the working environment of the organization is very inspiring. The organization is always keen to implement new rules and actions for improvement. Market Development Department is really working hard and every day they are coming up with new unique and innovative ideas to wide spread their business. If this

effort goes on than they can able to cover the untapped markets, increase their distribution reach and which will also ensure future source of business.



## REFERENCES:

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2. For more details about financial performance of Humming Bird please visit the Site: <https://www.hummingbirdeducation.com/AboutUs.aspx>
3. Know everything about Humming Bird Olympiad, Process, rewards in following site: <https://olympiads.co.in/>
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6. The 4 Ps of Marketing – A complete guide to marketing strategy. David Pearson, P 2014
7. Kotler, P. & Armstrong, G. (2012), Principles of Marketing, 14th ed, Pearson, Harlow
8. All details about differential competitor analysis can be found in the following site : <https://www.productboard.com/blog/competitive-analysis-differentiate-your-product/>
9. More details about the SWOT analysis can be found in the following website : [https://www.mindtools.com/pages/article/newTMC\\_05.htm](https://www.mindtools.com/pages/article/newTMC_05.htm)
10. Visit the following website to know about Journey and milestones of the company : <https://www.hummingbirdeducation.com/OurJourneyandMilestones.aspx>

# THANK YOU

