

gtm&sons advisory pvt ltd.

A

SUMMER INTERNSHIP REPORT ON

“Study on marketing, sales, branding and client acquisition strategy of GTM &

SONS Advisory Ltd. across various product categories”

SUBMITTED TO

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

IN FULFILLMENT OF REQUIREMENT FOR

MANAGEMENT IN BUSINESS ADMINISTRATION(MBA)

(2020-22)

UNDER THE GUIDENCE OF

Dr. NEHA GUPTA(ASSOCIATE Prof. MARKETING)

biitm, bbsr

AND

MR. Meajuri roberts revanth (chief hr officer)

GTm & SONS ADVISORY PRIVATE LIMITED.

SUMMER INTERNSHIP REPORT 2021

“Study on marketing, sales, branding and client acquisition strategy of GTM & SONS Advisory Ltd. across various product categories.”

Submitted to

Biju Patnaik Institute of Information Technology & Management

For

MANAGEMENT IN BUSINESS ADMINISTRATION(MBA) (2020-22)

Affiliated to **Biju Patnaik University of Technology.**

STUDENT NAME

Bibhuti Bhusan Swain
Registration No.:2006258068
2020-22

FACULTY GUIDE

Dr. Neha Gupta
(Associate Professor Marketing)



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

CERTIFICATE FROM INTERNAL GUIDE

This is to certify that the business report entitled **“Study on marketing, sales, branding and client acquisition strategy of GTM & SONS Advisory Ltd. across various product categories.”** In GTM & SONS Advisory Ltd. has been prepared by Bibhuti Bhusan Swain under my supervision and guidance, for the fulfilment of MBA. His fieldwork is satisfactory.

PLACE: BHUBANESWAR

DATE:

Dr. Neha Gupta

(Associate Professor Marketing)

CERTIFICATE FROM EXTERNAL GUIDE

gtm&sons
advisory pvt ltd.

Date- 30- July-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Bibhuti Bhusan Swain has completed his internship as a "Management Trainee" at GTM & Sons Advisory Pvt Ltd, Hyderabad, for a duration of 60 days in the field of Sales & Marketing during the tenure.

The performance was noted to be satisfactory and was able to complete the internship by complete fulfillment of responsibilities as laid out by the organizational mentor.

We wish the candidate a successful and glorious career.

GTM & Sons Advisory Pvt Ltd



Meajuri Roberts Revanth
Chief Human Resources Officer

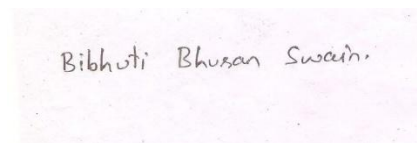
Level 4, N Heights, Plot No 38, Phase 2,
Siddiq Nagar, HITEC City, Hyderabad,
Telangana 500081
M: 900 024 0608 | 900 024 0825
www.gtmandsons.com

DECLARATION

I do hereby declare that the project work titled, **“Study on marketing, sales, branding and client acquisition strategy of GTM & SONS Advisory Ltd. across various product catagories.”** is 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, Associate Professor, BIITM**, in partial fulfilment of requirement for the award of Master in Business Administration.

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

Date:
Regd No.: 2006258068
Place: Bhubaneswar



Signature of Student

ACKNOWLEDGEMENT

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

I do express my sincere thanks to Dr. Neha Gupta, Associate Professor at BIITM for his guidance and continuous monitoring of the project.

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

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

Date:

Place: Bhubaneswar

Bibhuti Bhusan Swain

EXECUTIVE SUMMARY

Everyone is aware about the importance of education in today's fast moving world. Apart from all the specialized subjects related to any field, English is the most important factor to be considered in order to achieve success in professional as well as personal lives. In fact, knowing English in our country and many other countries where English is the secondary language gives a boost to the confidence of people aiming for a glorious career in the corporate world also. Therefore, This Summer Internship Program report is related to the industry of education which involves every process that has been practiced in an ideal business model. The process involves product branding, marketing, Lead generation, team handling, recruitment of the consultants, handling management information system, invoice generation, enabling the CLMS (Cambridge portal) for the clients who enrolled for the program, client relationship along with after sales services.

Apart from linguistic barriers, most of the students are unaware about the financial knowledge and stock market which is very much needed in today's competitive world. To overcome this issue, the organization has launched their own financial training product to teach the students about the financial subjects and be able to take NISM certificates. The roles and jobs involved in executing the process smoothly and efficiently are mentioned below-

- Product knowledge
- Content creation through Canva
- Product branding and marketing
- Client acquisition
- Quality services calls
- Database Management
- Tracking transaction details
- After Sales services
- Batch allotment and management for sessions

The aforesaid activities helped the company in understanding the needs of the customers in terms of services and products. The whole campaign involving the above mentioned roles helped the organization analyse the target market and what their demands are. The whole project comprises various educational programs and insurance products that help the organization generate revenue and serve quality products and services to their clients. The

process also taught the organization about the areas of improvement for further projects. Quality services calls and after sales services helped the organization maintain the relationship with clients for further associations. Product knowledge with no communication gap in delivering the services to the clients, so that there would be no discrepancies during or after sales, this method also helped the organization in gaining the trust and confidence of the clients and thus maintaining the goodwill of the company. Maintaining the database of the clients would help the organization in getting a target set of audience for future campaigns related to the education sector. Batch allotment and management process was done to give the best services to the clients and give them satisfactory experience in terms of education, and these activities would surely help the organization to grow further in future times.

Thus, this Summer Internship report has been divided into three chapters: first one includes the introduction, industry economy analysis and company analysis, second chapter includes the project analysis which talks in detail about the tasks done, the results of these tasks and the learning gained from these tasks, lastly the third chapter includes the recommendations, learning and conclusion.

Table of Contents

Table of Contents

1	Introduction	9
1.1	Background	10
1.2	Objectives.....	10
1.3	Scope	10
1.4	Research Methodology	11
1.5	Limitations	11
2	Industry Analysis	12
	Company Analysis.....	2
3	Project Specific Analysis.....	48
3.1	Phase 1: Market analysis and Product Knowledge	48
3.2	Phase 2: Branding and Marketing	50
3.3	Phase 3: Client Acquisition and Sales.....	52
3.4	Phase 4: Team Management	52
3.5	Phase-5: Operations.....	53
4	Recommendations	Error! Bookmark not defined.
5	Learning.....	61
6	Conclusion.....	62

Chapter-1

INTRODUCTION

1.1 Background

Research shows that 67 countries have English as their official language and there are 27 countries that have English as their secondary official language. Not only in US and UK, many other countries speak and understand English very well (Kelly, 2019).

Therefore, in order to connect to the world, speaking and understanding English considered being of utmost priority for any person. Multi-lingual's are better decision makers because when we frame our problem in secondary language, emotional factors are quite away while making a solution and that allows the decision more rational. Also, a research signifies that the multi-lingual's have 'soft power' abilities that means they're better at negotiating "partly because they can see the other person's perspective; they can anticipate the other person's point of view and respond. 1- Antonella Sorace (Zazulak, 2016).

Also, Of India's 1.36 billion people, only about 3.7 per cent invest in equities (Acharya, 2021) derivatives and stocks which clearly shows the comparatively low knowledge of people in India but from the past 2-3 years because of hype on social media and popularity of crypto currencies, a large hike in percentage of people is seen taking interest in stock markets without even having complete knowledge of financial subjects.

So the main idea behind this project is to make people aware about the financial subjects and educate them in English language which gives them a boost in order to make a glorious career in corporate world and uplift their life professionally and personally.

1.2 Objectives

- To study about the sales and marketing strategy of GTM & SONS Advisory Ltd. for online courses and insurance
- To study about branding and client acquisition strategy for online courses and insurances

1.3 Scope

After the impact of COVID worldwide, apart from all the problems faced by the citizens, getting a lot of time at home would be a blessing in disguise. And because of new normal like Work from home, people managed to get time for themselves and accustomed to the online world. This is the big time opportunity or scope for the organization that is associated with the online education industry. Working or non-working professionals like students seeking growth in their life academically would be the target customers for GTM and Sons Private Ltd. Also, getting the leads from the students (interns) for the educational product is also comparatively easier.

1.4 Research Methodology

Data collection:

Primary Data

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

Secondary Data

- Used for research to know the analytics, study. Facts & theories are collected from already available resources like mainly internet and other sources.
- To know the future scope of online education.
- To know whether it will be treated as offline education or not.

Sampling technique: Convenience Sampling

- The project began with analysing the problems faced the people and filling the gaps through intense group discussions among the team members.
- Data collection and analysis were conducted to identify and analyse the problem.
- Analysis of the same product offered by the competitors and research of the USP and strong and weak points.
- Video Ads and poster making was done and circulated them on social media to run a campaign and let people know about the product.
- Product marketing and branding is executed on social media.
- Suspecting and prospecting list to be prepared individually from the contacts to identify the leads and target audience.
- Individual sales targets were given to perform the sales and performers were promoted to the next level where they were supposed to handle a team.
- Hiring and recruitment of career counsellors in order to boost the sales and training were given to them related to the product knowledge and sales.

1.5 Limitations

- Because of lockdown, interacting with the target customers conducted online.
- Lack of coordination among the different departments because of less experience working in the virtual world.
- Because of free English course content available on different platforms like YouTube, competition is intense.
- Face to face interaction with clients and among employees was not feasible.

Chapter-2

INDUSTRY ANALYSIS

ANALYSIS OF EDUCATION INDUSTRY

The equation is simple: education is the most basic insurance against poverty. Education represents an opportunity. At all ages, it empowers people with the knowledge, skills, and confidence they need to shape a better future.” - **Irina Bokova (Director-General, UNESCO)** (Techno function, 2020)

As we all know, the Education Industry plays an important role in developing the economy of the country. Even since the beginning the government has always been focusing on improving the literacy rate of India. Moreover, the government still runs many schemes and programs in order to improve the literacy rate and promote primary and secondary education. Education is the only way which leads to better social and economic development in any individual's life which eventually leads to the betterment of the economy of the country.

Being India a developing country, it requires a high pace of development in the education sector for future prosperities. Education in India is considered to be of utmost priority as our country has the highest population of youth in the world (under 25 years of age) 600 million young people under 25 (Trines, 2018). It is expected that the segment of higher education will increase to USD 35.03 billion by 2025 in India. Among 100 countries, India was ranked at 34th position in 2019 in English Proficiency Index. The growth in internet penetration is leading to an efficient online education delivery ((IBEF), 2021).

After the US, the second largest position in the e-learning market is held by India. This market is forecasted to increase to USD 11.6 billion by 2026 ((IBEF), 2021).

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.

Major players in education industry:

Vedantu:

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

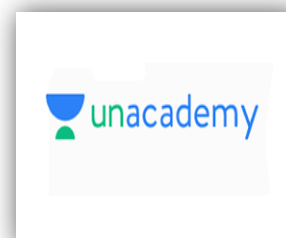


Various features of Vedantu are:

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

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.



Various features of Unacademy are:

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

Byju's:

On top of our list is BYJU's – arguably the most popular online learning app in India. Although the app primarily focuses on school students, it also includes courses for competitive exams such as JEE/NEET, UPSC, and Bank-PO. While the courses are paid-starting at Rs 3,500, there is



a scholarship programme for students in classes 4th-12th. BYJU's also include online classes for conceptual understanding, clearing doubts, personalised learning, and individual attention from mentors. Additionally, the company's recent investment in **White hat Jr.** that teaches coding, which was recently included in India's new education system, to kids.

Various features of Byju's are:

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

Market share 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 groups 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.

Sales revenue generation

1. 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 in your course that is included in 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. Pre-sell your online course:

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

6. Promote your course on your blog

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

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

7. Start a YouTube channel:

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

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

8. Add student testimonials to your course sales page:

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

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

9. Add a course page to your main website:

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

10. Optimize your social media profiles:

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

Porter's Five forces Analysis for online courses industry

Michael Porter's Five Forces Framework



1. Threats of New Entrants:

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

How Online Education Group can tackle the Threats of New Entrants?

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

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

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 keeps 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 **Drop box 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 favors.

ANALYSIS OF INSURANCE INDUSTRY

The best part of insurance policy is providing financial and depending upon the specific requirement of an individual, this can vary from person to person, and what could be beneficial for someone can turn out to be totally useless for someone else. When you buy an insurance policy, you come into a contract with the insurer to provide you with financial aid in return for this you are required to pay off regular premiums. The insurance policy protects you against the uncertain events of life which might leave adverse effects on you or your family. Also, it makes insurance a little complex is so many varieties to choose from and the calculation for the policy period, cover amount, premium pay, etc. However, you can make a decision of buying term insurance by doing through research online, you can compare plans, benefits and limitation, along with the comparison between top-notch insurance companies. However, now in India, the insurance industry has 34 general insurance companies and 24 life insurance companies with many benefits as well.

Major players of insurance industry are:

IFFCO Tokio General Insurance:

IFFCO-Tokio General Insurance Company Limited was incorporated in 2000, as a joint venture between the Indian Farmers Fertiliser Co-operative Limited (IFFCO), which is the world's largest fertilizer manufacturer, and Tokio Marine Group, which is one of the largest insurance groups in Japan. **IFFCO holds 51 percent in the company and the remaining 49 percent is held by Tokio Marine Group.**



The company offers a comprehensive product bouquet of all lines of business such as Car Insurance, Two-wheeler Insurance, Health Insurance, Travel Insurance and Home Insurance, including corporate policies such as property insurance and liability insurance. It is also the **first company in India to underwrite mega policies.**

It also offers niche products such as

- Cyber Insurance
- Credit Insurance
- Fine Arts Insurance
- P & I Insurance
- Errors & Omission Policy for the IT Sector etc.

At the same time, it has steadfastly carried out its rural centric initiatives by launching products like

- Sankat Haran Bima Yojana
- Mahila Suraksha Bima Yojana
- Janata Bima Yojana for the masses.

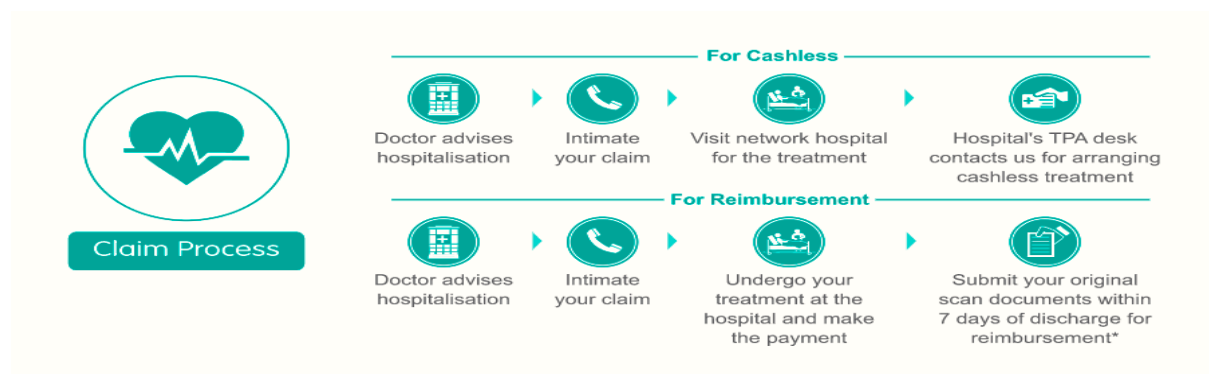
IFFCO-Tokio has a wide presence in rural areas and Tier 2, 3 and 4 towns, too. It is the first private insurer to establish Bima Kendras, which are single-person operated centers, to increase insurance penetration in rural areas at the customer's doorstep.

Reliance General Insurance:

Reliance General Insurance offers a plethora of insurance solutions for auto, health, home, property, travel, marine, commercial, and other specialty products and has a massive customer base which includes individuals, companies, as well as SMEs. India's first Over-The-Counter health & home insurance policies was introduced by it. The firm is ISO 9001:2015 certified across all functions, processes, products & locations. In addition, Reliance General Insurance is



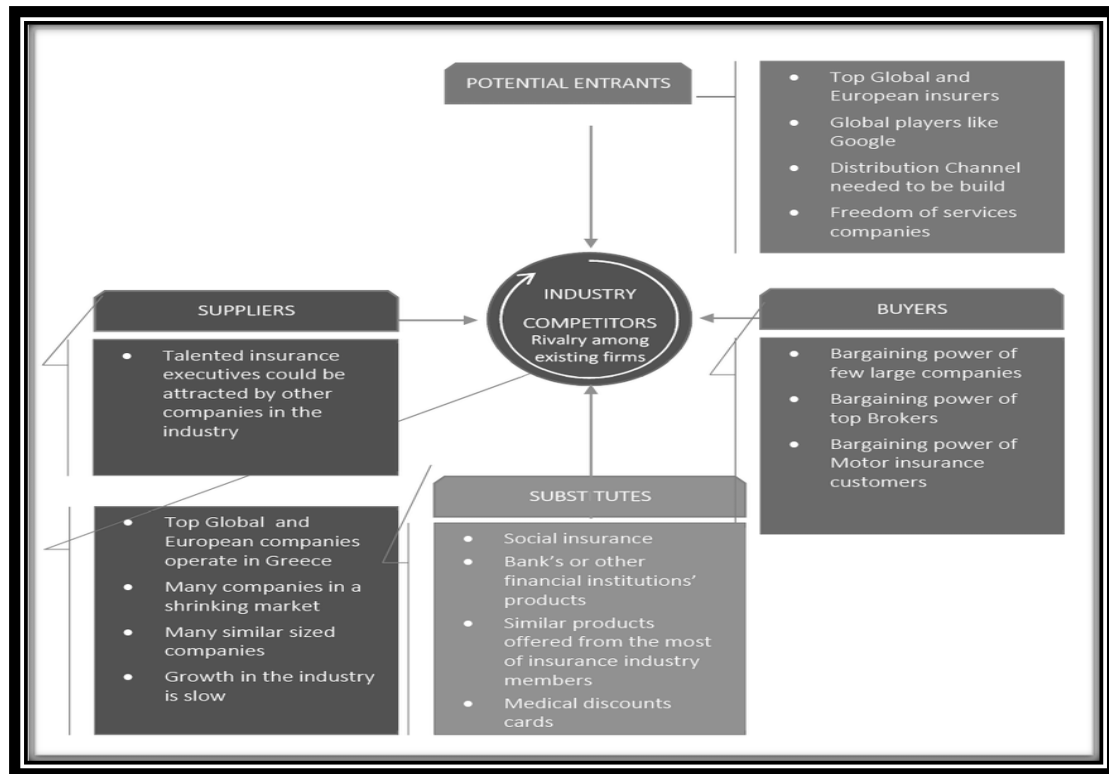
dedicated to become the paramount General Insurance Company in India by following International standards and processes.



Market share growth rate:

- In India, the overall market size of the insurance sector is expected to US\$ 280 billion in 2020.
- The life insurance industry is expected to increase at a CAGR of 5.3% between 2019 and 2023
- The market size of the Indian health insurance sector was about 370 billion India rupees in financial year 2018.
- The market share of private sector companies in the general and health insurance market increased from 47.97% in FY19 TO 48.03% IN FY20. In the life insurance segment, private players held a market share of 33.785 in premium underwritten services in FY20.
- In FY21 (until March 2021), premium from new business of life insurance companies in India stood at US\$ 31.9 billion.
- In March 2021, health insurance companies in the non-life insurance sector increased by 41%, driven by rising demand for health insurance product.
- According to S&P Global market intelligence data, India is the second-largest insurance technology -Pacific s and Covid-19 surge.
- Health insurance are gradually increasing because of the pandemic.
- The people are more interested for the insurance because of the pandemic crises.
- Insurance company are increase in India with new policy and exciting offer.

Porter's Five Forces Framework Analysis



1. Threat of Substitutes:

- Similarity in services makes switchover a potent threat.
- Investment oriented customers have switched to other avenues.

2. Bargaining Power of Suppliers:

- Supplier being the distributor or agent has high bargaining power because they have customer database and can influence customers in making choices.

3. Competitive Rivalry:

- Insurance industry is becoming highly competitive with 52 players operating in the industry.
- Companies are competing on price and also using low price and high returns strategy for customers to lure them.

4. Bargaining Power of Buyers:

- Bargaining power of customers especially corporate is very high because they pay huge amount of premium.

5. Threat of New Entrants:

- Other financial companies can enter the industry.
- Overall threat is medium given that entry is subject to license and regulations.

COMPANY ANALYSIS

Company Profile:

GTM AND SONS ADVISORY PRIVATE LTD is an advisory company which provides business advisory and consulting services to their clients enabling them to take their businesses to scalene weights. The company was founded by its three directors, Mr. Subreen Zubair, the Founder and Chairman of the company. Ms. Swetha C Iyer, the CEO and Mr. Roberts Revanth Meajuri, the CHRO of the company.

The organization makes an effort to focus on meeting client needs and developing clearly distinctive value propositions that result in higher revenue, profit, and efficiency. The organization's focus is on combining all marketing and sales efforts and tactics in order to expand the business organically. Sales support, client acquisition, marketing consultation. Opportunity evaluation and strategic consulting are some of their offerings. The company uses a unique approach and procedures to deliver their services, resulting in higher-grade efficiency.

The company has a strong customer centric approach along with Dynamic Operations which focuses on Quality results. It is a startup that complements India's self-sufficiency, or "Aatmanirbhar Bharat," by empowering Indian youth through financial literacy and skill development activities that will help them to channel their energy, effort, and passion into the right area, triggering and enabling transformation from job seekers to creators, and thus self-supporting and self-sustaining. This will be accomplished through their unique training pedagogy/mechanism, which encourages higher-grade efficiency, thus demonstrating the commitment to the country's future workforce.

Company Structure :

As per the by-laws of the society, the company's management invested with the Three Directors of the company, namely,

CEO- Ms. Swetha C Iyer

CMO- Mr. Junaid Warsi

CHRO- Mr. Roberts Revanth Meajuri

Vision and Mission:

VISION

- To comprehend the urgent need of the hour and provide the most comprehensive advisory service, expertise, and training through the use of highly motivated, highly talented, and competent people to assist our clients in improving their performance and developing their capabilities.

MISSION

- To provide realistic and actionable recommendations for the company's growth, as well as successful outcomes.

Clients:

GTM and Sons Advisory Private Limited service a wide range of customers. Good customer service equals good business. Their efforts are focused on meeting the demands of customers and developing clearly distinctive value propositions.

The company understands that a client's objectives and needs are inextricably linked to the growth of a business makes them look beyond the technical aspects of a project to the industry environment in order to perceive the ideal option for the customers based on their activities, size, business drivers and scope.

The clients of GTM AND SONS include:

- **Cambridge University Press:** Cambridge University Press is part of the University of Cambridge with a mission to unlock people's potential with the best learning and research solutions. GTM and SONS is working with Cambridge University press as its knowledge partner.
- **Financial Literacy for students and working professional:** With the BFSI being one of the fast-growing sectors in terms of employment opportunities, it is therefore imperative for one to be sufficient in terms of knowledge and skills. GTM and SONS programs encompass the requisite knowledge and skills required to tap the abundant and exciting career options.
- **Educational Institutions:** currently associated with over a number of Business schools, degree colleges and junior colleges across AP, Telangana, West Bengal, Maharashtra, Delhi NCR, Karnataka Tamilnadu and Chattisgarh for career development and capacity development services.

Major Partners of GTM and Sons-

1. ICICI Bank- Banking partner and provided all the banking facilities and transfers like Loan, Payment gateways, salary management.
2. Bluedart- Delivery and packaging partner who ensures the safe and on-time delivery to the clients.
3. Awfis- Awfis handles all the infrastructural needs of the organization like, office space, cleaning and hygiene facilities, Pantry, electricity, security etc.
4. Canva- Canva is a marketing tool which helps the organization presenting their ideas and products in the best presentable way in order to attract and influence the clients.
5. WhiteLion Technologies- WhiteLion is GTM and Sons' technology partner which helps the organization to stand out in the online world by maintaining and designing their website.
6. Kitson- Stationary management partner taking care of their basic stationary needs like pen, staplers, papers etc.
7. Sangeeta Associates- Legal Partner and taking care of tax and GST fillings.

Services:

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

The following are the services provided by GTM AND SONS ADVISORY PVT LTD:

Management Services

- Their marketing services cover a wide range of industries and are always evolving. Branding, creative design, content marketing, image marketing, event marketing, and social media marketing are all services that they provide.

Sales Consulting

- By using their expertise in revenue development, process optimization, value positioning, objection handling, sales closing, and demand development, the organization assists their clients in reaching new heights. The USP is the execution team, which is made up of process-oriented individuals.

Strategic Consulting

- When it comes to management consulting for strategic decisions, they are the thought partners. Opportunity evaluations, market entrance strategy, due diligence, road maps and other services are included in their engagements.

Products:

Cambridge English Empower:

GTM AND SONS are the knowledge partners with Cambridge University Press. Cambridge English Empower being the by-product of Cambridge University Press, the company has taken up the task to break down the language barriers by providing this product to the interested customers.



Digit General Insurance:

The company is also tied up with Digit General Insurance which is an emerging brand in General Insurance Industry working towards simplifying the concept of insurance so as to make it comprehensible to even a 15-year-old.



NISM Courses: NISM (National Institute of Stock marketing) exam which is conducted by government body SEBI (Securities exchange Board of India). This program will train the students for the NISM exam.

There were 3 NISM series modules were provided:

NISM-Series-VII: Securities Operations and Risk Management:

- Introduction to the securities market
- Market participants in the securities market
- Introduction to securities broking operations
- Risk management
- Clearing process
- Settlement process
- Investor grievances & arbitration



NISM-Series-VIII: Equity Derivatives:

- Basic Derivatives
- Understanding Index
- Forward, Future, Options, Swaps
- Introduction to Trading System
- Introduction to Clearing & Settlement system
- Other service provided by brokers



NISM-Series-X-A: Investment Adviser:

- Introduction to financial markets
- Securities markets
- Investment products and risk & return
- Financial planning
- Asset allocation
- Insurance, Retirement & Tax and Estate planning
- Regulatory framework and Ethical Issues



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.
- **Teamwork:** The teamwork 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.

Target Customers of GTM and Sons:

1. Working Professionals who are looking for career growth.
2. Students seeking excellent command on communication skills.
3. Housewives and other individuals whose careers have been stalled because of lack of confidence due to English language.
4. Middle Aged people who want their life to be secured and looking for insurance policies in case of any contingency.
5. Finance working professionals and students who want to learn stock trading, equity derivatives.
6. Professionals and students looking for NISM certification regulated by SEBI for career upliftment.

Chapter-3

COMPETITOR ANALYSIS

EDUCATION:

1. Up grad:

upGrad is an EdTech company that came out with the motive to help students with their higher education. The company performs its business completely online based and free of cost. The application also caters to large variety of courses ranging from undergraduate programs to Master's degree programs.



upGrad is a B2C company and follows a wide range of marketing strategies. The company also focuses on its marketing because it is the only way a company is recognized. Well, a company like upGrad does the same thing. Back in the year 2020, when the company was just 5 years old had set a budget of INR 175 crore for its marketing. For a startup like upGrad, this amount is considered to be a massive one and surprising too.

Marketing Strategy of upGrad

- Other than spending a large amount on advertising, upGrad also focussed on promotional activities. The company took an active part in promoting its business during the 2020 IPL season. Even in the latest IPL season, i.e. 2021 upGrad took an effective part in its promotional activities.
- The company tied up with Disney+ Hotstar and associated with the Star Sports network. This again became a huge boost in the company's marketing and promotional activities. Surprisingly, the 2021 IPL event became upGrad's first association with any sport-related event.

upGrad Acquisitions and Collaborations

- upGrad acquired Pyoopil Education Technologies only a year after its formation i.e. in 2016. Pyoopil Education Technologies was a mobile-based SaaS product that was used by corporate. Two years later in the year 2018, upGrad made another acquisition of Academic view Software which was in the field of a college education.
- Later, in the year 2019, the company acquired CohortPlus which was known to be India's largest product management community startup. Looking at the progress that the company has already made it is clear that the company will become the leader in the TechEd companies in the world.

➤ Moreover, the company has got notable connections and tie-ups with large institutes and universities. Some of the most famous collaborations are mentioned below.

- Birla Institute of Technology and Science (BITS)
- International Institute of Information Technology (IIIT)
- MICA
- Duke Corporate Education (Duke CE)
- HDFC Life (For insurance courses)
- IIT Madras (For courses related to machine learning and cloud)
- Cambridge Judge Business School
- Institute of Management Technology (IMT Ghaziabad)

2. Udemy:

Udemy is the world's largest online learning platform and was founded by **Eren Bali in 2010**, aiming mainly to educate adults and students. Udemy has a huge student database with more than 30 million students learning worldwide. A total of 50,000 instructors teaching courses in over 65 languages covering over **245 million** course enrollments over a period.



Udemy is a platform where the user gets access to a database of new courses and gets wide exposure. The courses from various sectors are available and also in various languages to meet the learner's expectations.

Udemy Business Strategy

Udemy does not charge anything from an Instructor to make and publish content. Udemy earns when students purchase a course online. The firm charges 50% for organic purchases and paid advertising on digital media for promoting instructors. The revenue generated is then shared with instructors. Instructor fees depend upon the mode of purchase opted by the candidate.

Three revenue streams of Udemy:

- **Instructor Promotion:** The instructor receives 97% of the revenue generated on purchases done by using a referral code or link and the other 3% is received by the firm.
- **Udemy Organic:** The sales are called organic when a student explores a course through the site and does not use any referral code. In this case, Udemy receives 50%

and the instructor receives an equal amount of the course's revenue. UdemY charges a 30 percent fee for any sale made through the company's Android or iOS app.

- **Paid Acquisition:** If any student purchases the courses through paid advertising, displayed by UdemY on channels like YouTube and Google, UdemY takes 75% of each course sale. Instructors get the choice to decide where and how many times the course advertisement should be featured.

The major benefits of taking up a course at UdemY

A wide range of courses

UdemY is very well divided into categories and offers a wide range of courses for all fields of interest. They have short and long courses at both beginner and advanced level. This is the sole reason why they enjoy so much popularity among students.

Affordability

UdemY courses start as low as 455 rupees. The prices are further slashed during special sales. This implies that almost all students can benefit from it, regardless of their financial status.

Convenience

All you need is an internet connection and a digital device (desktops/laptops/Smartphone) to enroll for a course. Most of the instructors provide loads of downloadable material and lifetime access to the course's resources.

Certification

UdemY awards you with a certificate upon the successful completion of every course. This certification can be saved in the .PDF or .JPG format and thus can also be linked to your LinkedIn and Face book profile.

3. 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.

Khan strategy and competitive advantage

Khan Academy's website aims to provide a free personalized learning experience that is 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.

4. 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 Caulfield & 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. Doesn't that astonish? 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.

There are 2 prominent strategies used by Coursera:-

- Digital marketing - They do a lot of digital marketing through banners and text link ads.
- Affiliate marketing - This is a big point as affiliate marketing is a good earning option for bloggers and therefore they promote affiliate products. So if you buy a coursera

course from my blog, i might get 4% of the sale. Overall, 1000 such sales and i get quite a lot of money.

Coursera is an excellent concept so bloggers go out of their way to praise it. As there are so many courses in Coursera, many different bloggers can sell these courses online. This brings both - Revenue and fame for coursera. As a reason of which, the brand is marketed and promoted across.

- They were started by University Professors, who had the brand value of Stanford University.
- They started as an NGO and all the courses were free to learn. It reached to so many people by Word of Mouth and the Value it offers. Where else one could get international standards education sitting on a computer in Sudan or India for free.
- More and more Universities joined them and students kept using coursera repetitively for different courses. Students had the feature of discussing their doubts as well, so imagine thousands of students discussing a doubt you might have had.
- Many of the courses have practical value in real life such as Electronics, Analytics, Statistics, and Finance etc. It is a treasure for people who could have never afford such a luxury.

INSURANCE:

1. ACKO Insurance:

Acko General Insurance is a private sector general insurance company in India. Founded in November 2016, the company received its license from the Insurance Regulatory and Development Authority of India in September 2017.



➤ Arogya Sanjeevani Policy, Acko:

Insurance Regulatory and Development Authority of India (IRDAI) is a government entity that regulates insurance in India. 'Arogya Sanjeevani' is an affordable and simple health insurance policy approved by IRDAI. All general insurance companies, including Acko have been authorized to sell the policy. Even though it is approved by IRDAI, it is not 'sponsored' by the government. People, who want Arogya Sanjeevani health insurance policy, need to purchase it on their own.

Yes, you can make cashless claims if you get hospitalized in any of the hospital in our network. There will be a 5% co-pay under this policy, so you need to pay 5% of the total expenses, while Acko will handle the rest. The amount you need to pay subject to standard

terms and conditions mentioned in your policy document and will be communicated to you along with billing details.

Reference: https://www.acko.com/product/health/arogya_sanjeevani/policy_wording

What are covered?

- **Covers COVID-19 Treatment:** Hospitalization costs for COVID-19 will be covered 30 days after the start date of the policy.
- **Save taxes on premium up to Rs. 25,000:** Premiums paid are exempt from income tax under Section-80D.
- **Cashless Claims at 5000+ Hospitals:** Avail cashless claims at any of our 5k+ network hospitals.
- **Broad Coverage:** Hospitalization expenses due to accidents and illnesses are covered.
- **Just 5% co-pay:** Acko will pay 95% of the admissible claim amount, you only need to pay 5% out of your pocket as co pay for any claim.
- **ICU / ICCU:** ICU and ICCU charges are covered up to 5% of sum insured or Rs. 10,000 per day, whichever is lower.
- **Room Rent Limit:** Hospital room charges will be covered up to 2% of the sum insured or Rs. 5,000 per day; whichever is lower.
- **Pre-existing Illnesses:** Some pre existing conditions have a 48 month wait period before coverage. Renewing your policy for four years in a row will complete the 48 month wait period.
- **No Claim Bonus:** Your sum insured will increase by 5% up to a maximum of 50% for every consecutive claim free year.
- **Lifetime Renewability:** We will not deny you the renewal of the policy and you can avail the benefits with timely renewal every year.
- **Pre and Post Hospitalization:** Medical expenses 30 days before and 60 days after any 24 hour or longer hospitalisation event are covered.
- **Day Care Treatments:** Some surgeries and treatments that require less than 24 hrs of hospitalisation are also covered.
- **Ambulance Charges:** You can claim up to Rs. 2,000 against ambulance charges once for each hospitalization.

Example: If you get hospitalized 2 times during the policy period, you can claim up to Rs. 2,000 for ambulance charges for each of those events.

- **Cataract Surgery:** Cataract treatment costs for each eye are covered after two years from policy start date. The coverage is up to 25% of the sum insured or Rs. 40,000; whichever is lower.
- **AYUSH Treatment (Ayurvedic):** Hospitalization expenses under AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) treatment are covered in this policy.
- **Dental & Plastic Surgery:** Dental treatments or plastic surgeries due to accidents or diseases are covered.

➤ **ACKO Health: Group Health Insurance for Employees:**

Group Medical Coverage (GMC), also known as Group Mediclaim Policy or Group Health Insurance, provides coverage towards medical expenses arising out of hospitalisation to a group of employees/workers of a particular organisation. Employee health insurance provided by the employer offers coverage to the employee and sometimes his/her family members. This includes spouse and dependent children and in some cases even dependent parents/parents-in-law.

To combat COVID-19, the Indian Ministry of Home Affairs has mandated all industrial and commercial establishments, workplaces and offices to provide medical insurance to their employees before reopening the offices. This is as per Order No. 40-3/2020-DM-I (A) dated 15th April 2020 issued as part of the Consolidated Revised Guidelines for resuming workplace operations by Ministry of Home Affairs. Irrespective of the mandate, giving your employees health insurance in these times is the right thing to do.

Why buy group health insurance policy from ACKO?

Employee first companies are picking ACKO Health plan for their employees. Here are some of the reasons **why?**

- **Hassle-free experience:** We get that administration of Group Health Insurance for employees is a hassle. Some employees leave and new ones get on board. The list of dependents can also change. ACKO Health seamlessly integrates with popular HRMS solutions to provide easy administration of policy. We mention that from enrolment to claims - everything gets handled on our ACKO app.
- **Low cost, more benefits:** Insurance policies are used by only ~10% of your employees. While we take every measure to give the best claim experience to these employees, we have added a host of benefits for the rest 90% too. ACKO Health app gives easy access to high-quality primary care and wellness initiatives like Outpatient

Department (OPD), free doctor tele-consultations, discounted pharmacy & diagnostic lab tests, fitness challenges and a lot more!

- **Paperless claims experience:** Nobody likes to push papers from one team to another. This is why we have completely digitised our claims process. Just upload the required documents on our app and we'll take it from there. You can track your claim status on the app and there will be no need to submit any physical papers. Sounds easy, right?
- **One app for everything:** Enrolment, policy customisation, end-to-end claims processing, OPD benefits, doctor consultations, diagnostic tests, fitness tracker and digital health cards - everything is available on one single app.

Important things to consider when you are comparing group health insurance plans

- **Premium vs benefits:** Every company wants to lower the expense. Going for lower premiums is like second nature. But you should keep an eye on benefits as well. Often, a marginal increase in premium can turn a 'good' policy to a 'great' policy when it comes to benefits. A policy with poor coverage will only make your employees suffer later.
- **Extra benefits:** Insurance is used only by ~10% of the employees. Thus, it is important to look beyond 10% and see what appeals to all your employees. You should also check how easy it is for the employees to use those extra benefits. ACKO Health provides all the wellness and preventive care benefits stitched in one app.
- **Ease of use:** It's the hard truth that most employees don't even remember which insurance company they are covered from, because they never use the benefits outside of hospitalisation claims. ACKO makes all the benefits easy to use via the app.
- **Claim Settlement Ratio:** It's a myth that insurance companies look for reasons to reject claims. Almost every time, there is a good and valid reason for declining a claim. As a buyer, you would want to check the claim settlement ratio of the insurer though. It is a good metric to have the comfort that your employees will be taken care of at the time of claims.
- **Ease of claims:** Arguably, the most important thing to check is how easy it is for your employees to register and track their claims. Everything else is an additional benefit. ACKO has digitised and simplified the entire claims process.
- **PAN India presence:** You should compare the network of hospitals and clinics that are empanelled by the insurance company to ensure your employees get access to good healthcare services, no matter where they are.

➤ **Corona Kavach, ACKO Policy:**

Corona Kavach policy by ACKO secures you and your family member from the rising treatment costs of Covid-19. If you are worried about medical expenses during the ongoing pandemic, then the Corona Kavach Policy by ACKO is the right choice for you!

What does it cover?

- **Hospitalisation costs**
- **AYUSH treatment**
- **ICU expenses**
- **Consumables**
- **Co morbid conditions**
- **Ambulance charges**
- **Home care treatment costs**
- **Pre and post-hospitalisation costs**
- **Daily hospital cash**

Other competitor of GTM AND SONS ADVISORY PRIVATE LTD.

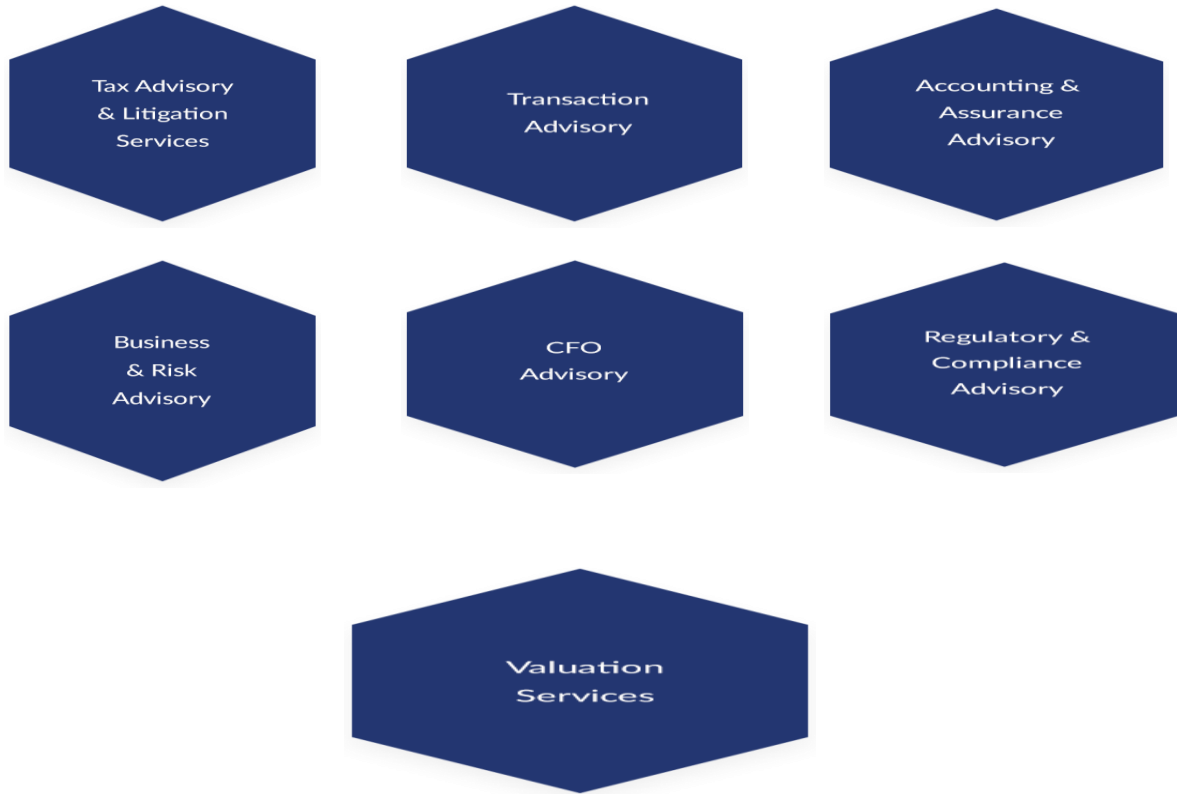
FELIX Advisory:

Felix is a leading management consulting organization with expertise in tax & regulatory aspects, transaction advisory, CFO Services, risk, financial & business advisory, internal audit and corporate governance services. They are the preferred and trusted advisory partner for hundreds of clients including Indian conglomerates, Private equity - Venture Capital, high growth start-ups and global MNCs.

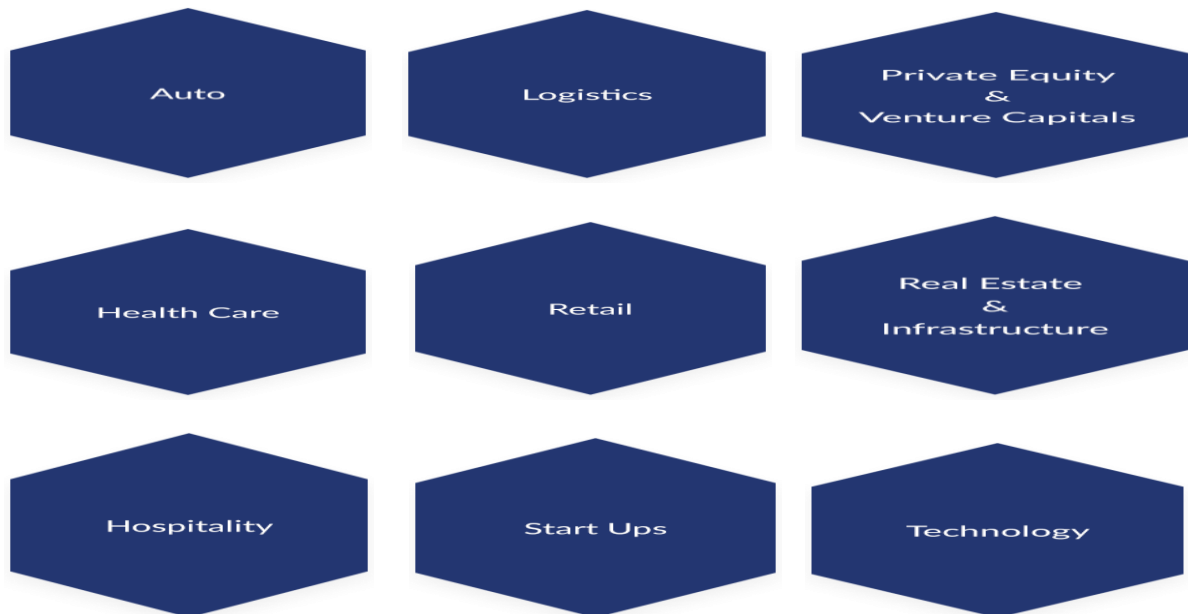


Felix Advisory helps customers to prioritize and execute strategic business solutions to achieve greater business efficiencies. With an expert business consulting team, it formulates solutions for your business challenges. As an advisory company, it brings functional expertise that is known for its holistic approach and broad perspective to bring value to the organization. Embedded with a sense of responsibility and integrity, it delivers results where consistency and agility thrive along with excellence.

Services offered by FELIX ADVISORY:



Industries consulted by FELIX ADVISORY:



Chapter-4

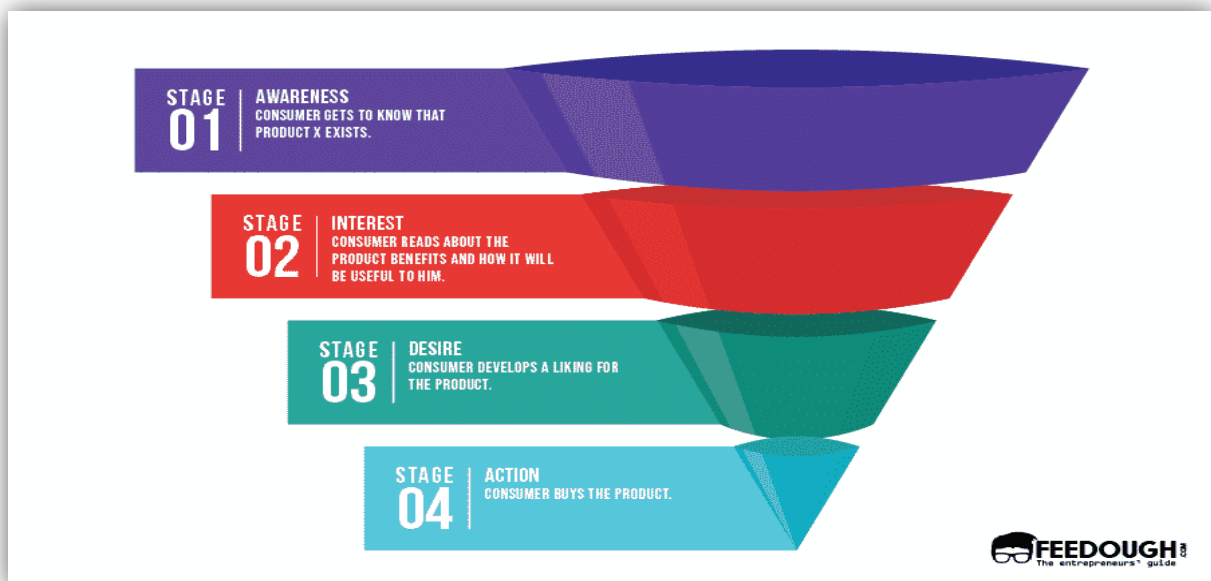
CUSTOMER ANALYSIS

Who are the customers?

1. Working Professionals who are looking for career growth.
2. Students seeking excellent command on communication skills.
3. Housewives and other individuals whose careers have been stalled because of lack of confidence due to English language.
4. Middle Aged people who want their life to be secured and looking for insurance policies in case of any contingency.
5. Finance working professionals and students who want to learn stock trading, equity derivatives.
6. Professionals and students looking for NISM certification regulated by SEBI for career upliftment.

CUSTOMER PURCHASE DECISION BASED ON AIDA MODEL

1. **Awareness:** The Customer is aware of the Product. The first moment the Customer sees the product.
2. **Interest:** The Client then gets Interested in the Product. Once the Client has learned more about the Product.
3. **Desire:** Once the Client has confirmed the characteristics of the Product, he desires it.
4. **Action:** Finally the Customer **Approaches the product** tries it and eventually buys it.



How to improve course creation?

Marketing campaigns are still relevant, but the fact that 70% of consumers prefer to discover brands through content rather than ads cannot be ignored. Integrating the AIDA model into

your course creation and content writing can, therefore, target leads in a modern environment by using a tried and tested philosophy that will get results.

Awareness

- Keep content personal to your audience.
- Tease consumers with an intriguing headline or opening that creates curiosity.
- Use urgency that makes them want to read now – if they move on, they may never return.

Interest

- Introduce and answer pain points to strengthen the bond.
- Focus on storytelling because people still buy from people.
- Include stats, humour, and other tools that appeal to your audience.

Desire

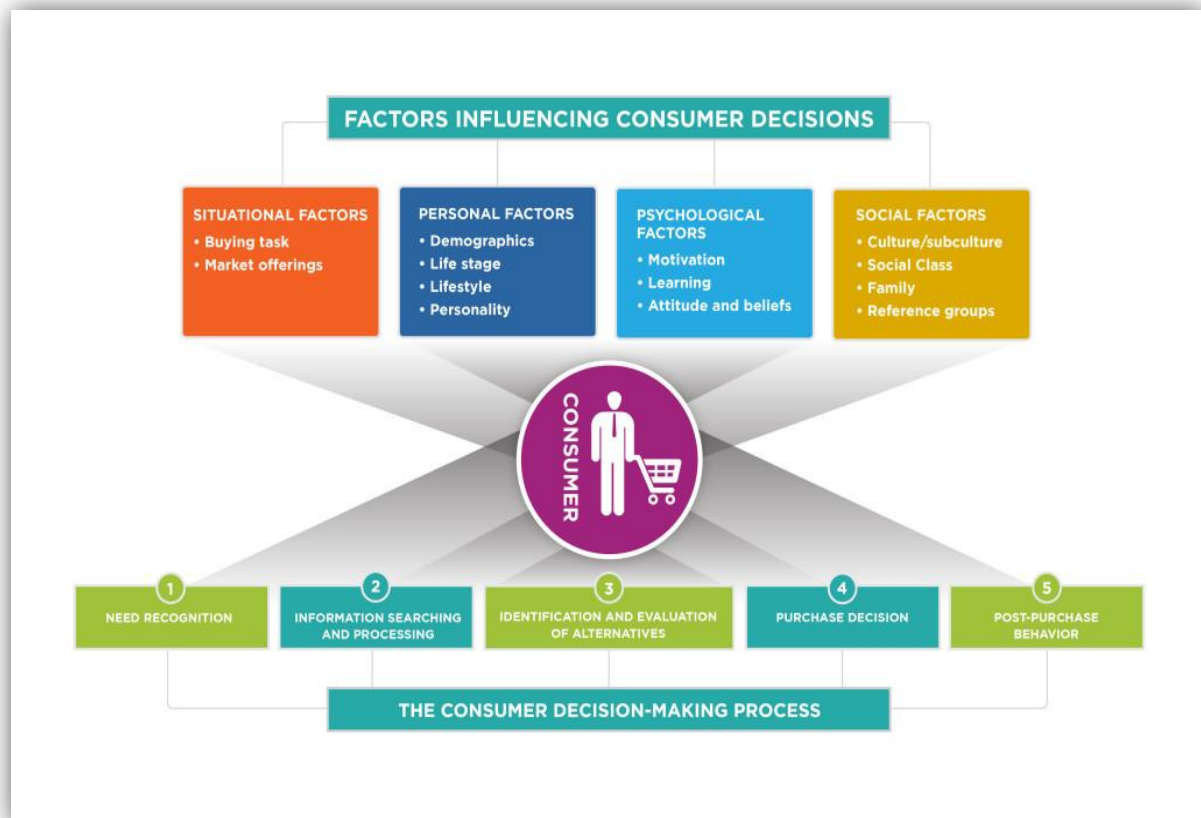
- Be persuasive in your choice of language.
- Show how the content adds value to their career or life.
- Set your business out from the crowd.

Action

- Introduce urgency.
- Focus on clear actions.
- Use engaging CTAs.

Consumer Segmentation:

TYPE OF SEGMENTATION	SEGMENTATION	TARGET CUSTOMERS
DEMOGRAPHIC	AGE GENDER INCOME EDUCATION	18 to 40 yrs Males and females Higher income College university
GEOGRAPHIC	DENSITY	East, North, North-east, South of India
PSYCHOGRAPHIC	LIFE STYLE SOCIAL CLASS	Sole and active life style. Upper class Upper-middle class Middle-middle class
BEHEAVERIOUAL	PERSONALITY BENEFITS SOUGHT	Enthusiastic, sociable, free soul Competitive price



Situational Factors:

- **Buying Task:** The buying task refers to the consumer's approach to solving a particular problem and how much effort it requires. The level of consumer involvement is an important part of the buying task: whether the buyer faces a high-involvement decision with lots of associated risk and ego involved, versus a low-involvement decision with little risk or ego on the line.
- **Market Offerings:** The available market offerings are another relevant set of situational influences on consumer problem solving. The more extensive the product and brand choices available to the consumer, the more complex the purchase decision process is likely to be. And the more limited the market offerings are, the simpler the purchase decision process is likely to be.

Personal Factors:

- **Demographics:** Demographics include variables such as age, gender, income level, educational attainment, and marital status. Each of these can have a strong influence on consumer behaviour.
- **Life Stage:** Linked to demographics is the concept of life stage: consumer behavior is tied to the significant life events and circumstances people are experiencing at any given moment. Moving out of your parents' home, going to college, getting married, buying a house, starting a family, sending children to college, retiring: all of these are life events that shape consumer attitudes, behaviors, and decisions.

Life stage has a big enough impact on consumer decisions that many marketing organizations develop proprietary segmentation schema to help them better understand this dimension of the consumer experience and better target products and services to individual needs.

- **Lifestyle:** Lifestyle variables reveal what consumers care about, how they spend their time, what they're likely to spend money on, and how they view themselves.
- **Personality:** Personality is used to summarize all the traits of a person that make him or her unique. No two people have the same personalities, but several attempts have been made to classify people with similar traits. Personality traits may also include characteristics linked to the ways people view themselves and calibrate their behaviour in the world: for example, sincerity, self-confidence, empathy, self-reliance, adaptability, and aggression.

Psychological Factors:

- **Consumer Decisions and the Workings of the Psyche:** When we talk about psychological factors that influence consumer decisions, we are referring to the workings of the mind or psyche: motivation, learning and socialization, attitudes and beliefs.
- **Motivation:** In order for any consumer purchasing decision to happen, the need must be aroused to a high enough level that it serves as a motive. At any given time, a person has a variety of needs that are not of sufficient urgency to generate the motivation to act, while there are others for which he is highly motivated to act. The forces that create a sense of urgency and motivation may be internal, environmental, or psychological.
- **Attitude and Beliefs:** People have beliefs and attitudes about all sorts of things: food, family, politics, places, holidays, religion, brands, and so on. Beliefs and attitudes may be positive, negative, or neutral, and they may be based on opinion or fact. It is important for marketers to understand how beliefs and attitudes affect consumer behaviour and decision making. If an incorrect or detrimental belief exists among the general population or a target audience, marketing efforts may be needed to change people's minds.

Social Factors:

- **People Influencing People:** Social factors represent another important set of influences on consumer behavior. Specifically, these are the effects of people and groups influencing one another through culture and subculture, social class, reference groups, and family.

- **Culture:** A person's culture is represented by a large group of people with a similar heritage. Culture exerts a strong influence on a person's needs and wants because it is through culture that we learn how to live, what to value, and how to conduct ourselves in society.
- **Reference Groups:** Consumer behaviour can be influenced by the groups a person comes into contact with, through friendship, face-to-face interaction, and even indirect contact. Marketers often call these reference groups. A reference group may be either a formal or informal group.
- **Social Class:** Some manifestation of social class is present in virtually every society. It's determined by a combination of factors including family background, wealth, income, education, occupation, power, and prestige. Like culture, it affects consumer behavior by shaping individuals' perceptions of their needs and wants.

CHAPTER-5

DATA ANALYSIS & INTERPRETATION

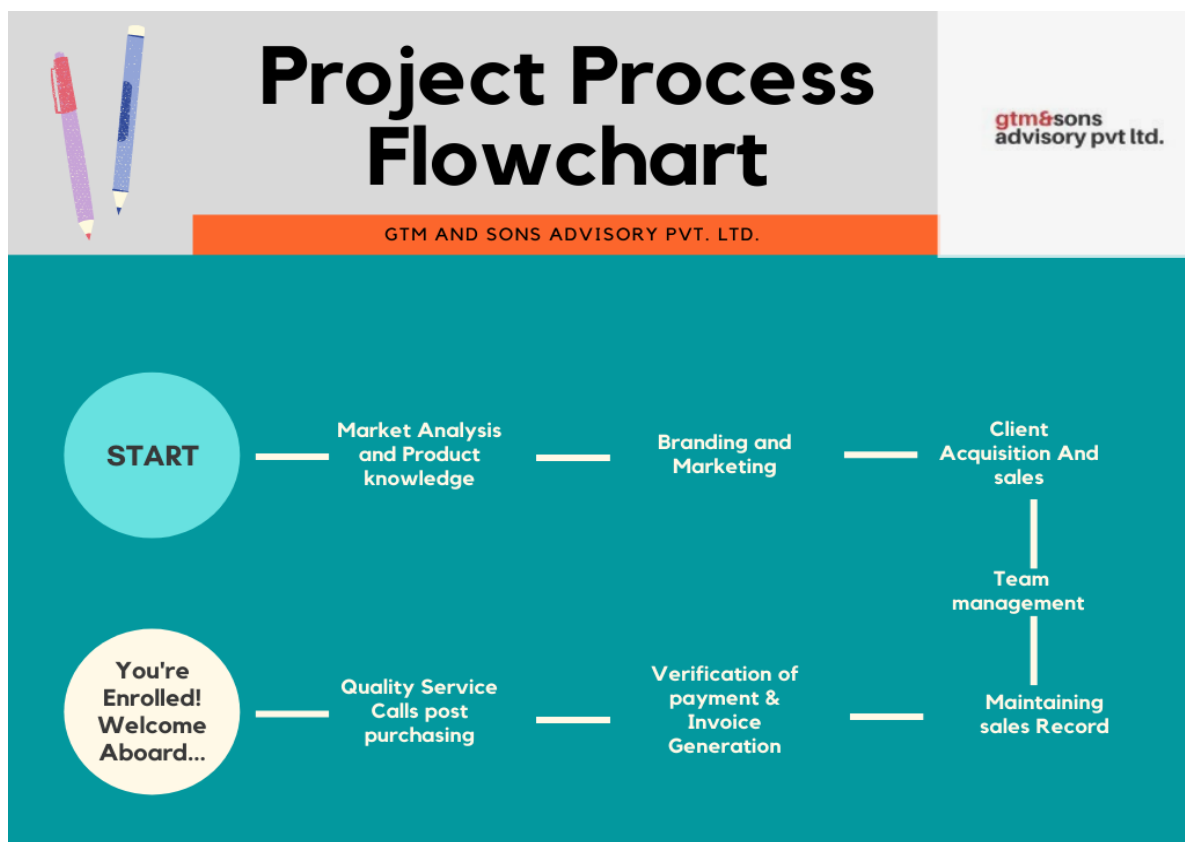
Project Specific Analysis

The project starts with the product knowledge along with the analysis of the market. The basic knowledge of sales and marketing in order to get the right set of target customers and is able to influence the mind of target customers. Along with branding with the help of Canva and other videos and poster making tools. 3 types of branding were involved in the process-

- ☐ Personal Branding
- ☐ Product Branding
- ☐ Employer branding

After the selling process begins operations part comes into picture. The operations are categorised in 3 verticals in the project:

- ☐ Verification of enrolment forms and transactions from the client
- ☐ Invoice Generation and quality service calls in the end
- ☐ Batch scheduling and logistics part takes place



a. Phase 1: Market analysis and Product Knowledge

During the starting of the project, intense market research and analysis was done to understand the domain in which the organization revolves around i.e. education domain.

GTM and sons, as a channel partner of Cambridge University press, offered an English Language program EMPOWER. The SIP business model completely revolved around the education domain and our specific project was more focused towards the English language program offered by Cambridge. The product knowledge sessions were organized for one and all so that one can present and market the products or services fluently and confidently and be able to answer the questions or doubts raised by clients or target audience. The organization Built strategies to create awareness about the English language program and its benefits in professional and personal lives. There are a lot of English courses on YouTube for free of cost and intense competition in this specific subject of educational area. The prices were kept aggressive to influence the mind of the customer. Once the customer enrolled for the program, he or she has to take Pre assessment test known as CEFR test (Common European Framework Reference). This test will help the student understand the level of knowledge in English. The test scores will fall in under 6 categories:

A- Basic User

A1- Beginner

A2-Elementary

B-Intermediate User

B1-Intermediate

B2-Upper Intermediate

C-Proficient User

C1-Advanced

C2- Proficiency

After falling in any of the categories above, the student will be taught the syllabus of the module of just upper level. For example, if a student falls under B2 (Upper Intermediate) category, he will be selected for the module C1 (advanced level). So the course is flexibly designed for every other individual and this is the USP of the program. Therefore, it is not only suitable for students but also for working professionals and non-working individuals. The program course duration is 3 months and emphasizes on four pillar of communication skills-

- ☐ Reading
- ☐ Listening
- ☐ Writing
- ☐ Speaking

The duration of the course is 3 months but pace of the course and timing is flexible according to the student as there are no live classes, instead pre-recorded sessions by Cambridge certified trainers to teach students. Every week, chapter assessments will be there which need to be passed by the students to get to the next chapter. In the end, Final assessment will be taken by the students to get the completion report card from Cambridge University.

The subscription of the course will be available for 1 year with students, in case someone wants to revise the notes. The hardcopies of study materials will be delivered to the students which help the students to take references for video lectures.

Apart from this program, the other educational program on plate was Financial training program especially for those students who want to make their career in finance and crack the NISM (National Institute of Stock marketing) exam which is conducted by government body SEBI (Securities exchange Board of India). This program will train the students for the NISM exam.

There were 3 NISM series modules were provided-

1. NISM Series XA (Investment Advisor)
2. NISM Series VII (Securities Operations and Risks Management)
3. NISM Series VIII (Equity Derivatives)

This Finance training program is a 30 hours' program with live interactive sessions from Monday to Saturday. The price set by the organization was Rs.1499/-. The introductory prices were Rs.1299/- for the first two days if interns wanted to enrol themselves only, this offer was not eligible for non-interns.

b. Phase 2: Branding and Marketing

Branding was done on an individual and team level. For effective work in this field, 2 day Canva training was given to us. We were expected to do three types of branding-

- 1- Personal Branding
- 2- Product Branding
- 3- Hiring Branding

Out of these three branding we were more focused on product branding as we were expected to achieve the sales target before the given deadline.

Random teams were made (each team consists 4-5 members). Every team had to deliver 9 contents collectively every day in the 3 verticals- Posters, Videos and content writing.

I have chosen Video Ad Making as I believe it covers the Poster making part also and I find it interesting as well. Individually I was expected to deliver 2-3 video Ads daily to the CMO

(Chief Marketing Officers). These contents were used for social media marketing like LinkedIn, Instagram etc. to get the target customers.

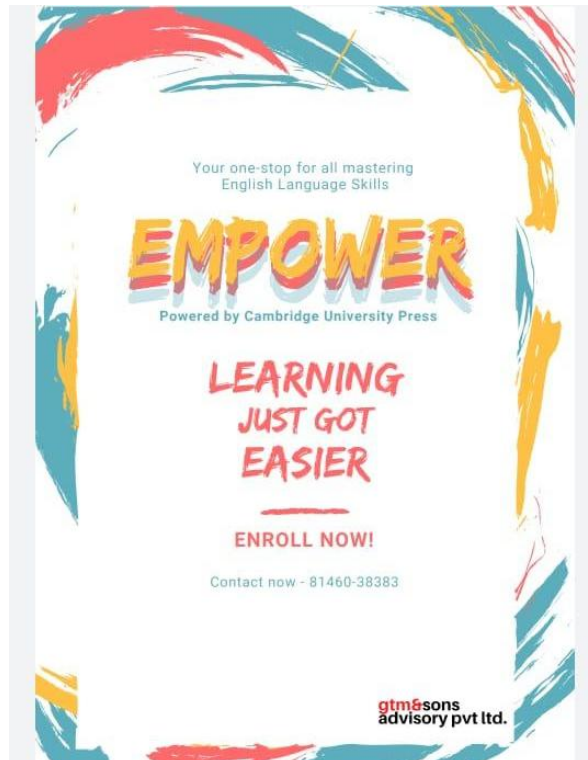


Figure 1: Poster



Figure 2: Poster

c. Phase 3: Client Acquisition and Sales

After the marketing part, every individual was given a sales target of 2 enrolments for the English Language program- Empower. We have the liberty to get the target customers on our own. No list of customers was provided by the organization. To get the lead, Suspecting-prospecting method was applied.

Suspecting Prospecting method- Suspecting Could be anyone, we can educate a suspect about our product. For suspecting, we can use any medium or platform. I have used the platform YouTube, Suspected my contact list, LinkedIn connections and Instagram followers.

Later I qualified Suspects to the 'Prospects', Basically Prospect is someone who is in need of your product and has the purchasing power.

The last stage is Client. If you are able to convert the prospect into Client, then the mission is accomplished.

Result:

By using all the Canva contents (Video Ads and posters) on social media, suspecting-prospecting method, I was able to achieve the sales target of two closures within the given timeframe. Both of my clients were known to me, both were working professionals.

Leanings

- It's highly unlikely that you will get the clients converted through social media.
- As it is a paid course and there is an array of such courses available on the internet (free on YouTube), A salesperson should be more focused on working professionals as they have high purchasing power.
- Perseverance and consistency plays an important role in target driven jobs. 100 suspects might be qualified to 15 prospects. Furthermore, only 1-2 might be converted into clients. Converting ratio is never more than 5-6%. So, Optimism and enthusiasm should be characteristics that have to be carried by the salesperson.
- "Your Network is your Net Worth". – **By Tim Sanders**

d. Phase 4: Team Management

As a reward for the sales performance, I was given a task of handling a team of 7 people who were unable to complete their sales target.

Basically four leaders were chosen to handle and guide the rest of interns through our sales experience.

As a team leader, my job was to report the team members' performance and activities to the CMO and CEO at the end of the day. The team leaders were given the collective target which is expected to be done by the members. I was fortunate enough to get the hardworking and

enthusiastic team members which collectively did the 7 enrolments in the first very day of team formation which was also the highest by any team.

I led the team for 1 one week, and mostly all of them have achieved their sales target.

Here are the takeaways and leanings from the opportunity I received from the management-

- **Importance of position of responsibility-** Being accountable to the uppermost management of the organization, I truly understood the value of responsibilities they have assigned to me.
- **Appreciation motivates the most-** Never discourage the non-performers but instead appreciate the performers, which eventually will give the boost to the non-performers as well in order to get the appreciation.
- **To produce the best out of the people-** It is not always possible for a leader to get an active team member. I learnt to motivate the non-performers and share my experience of the sales process. Appreciating the performer so that everyone gets motivated by them.
- **Team Engagement-** Constantly checking on the group and asking about their progress at frequent intervals make the team members active and allow them to share their doubts and experiences which collectively help the whole team to grow.

e. Phase-5: Operations

After some movement in sales, the operations phase comes which includes job roles like

- Maintaining the sales record and client details
- Enrolment form and payment transaction verification
- Invoice generation
- Quality service calls
- Batch scheduling
- Logistics

As there were more than 200 enrolments received, management required a team of operations in order to ensure the smooth process. As I am from marketing specialization, they have given me this opportunity and also asked me whether I could give my best in this process. It's a great learning for me apart from marketing and sales as it includes interaction with different clients and opportunity to resolve their queries. Being a marketing specialization student, working in the operations department for the first time which requires coordination with other operation verticals is a bit challenging at first but gradually it went in a smooth manner.

- **Maintaining the sales record and client details-** After the client acquisition and sales process is done, maintaining the database of the clients in excel takes place. The details of clients include in the database are- Clients name, Source (intern name),

Course he/she opted for, Email id and contact number, transaction id of payment, Source of payment (Google pay, Phonepe, Net Banking), payment date, Screenshot of payment, status of invoice (Sent/not sent), additional remarks. It needed to be done on a timely basis in order to refrain from missing out any details which would disturb the whole mathematics.

- **Verification of transaction and enrolment form-** When the client made the payment, he/she was supposed to email the payment screenshot and enrolment form to the account email id. Every operation personnel were given different batches and needed to check upon every time a mail is received from accounts email id. The verification team is expected to check every detail filled out in enrolment form and payment transaction number, whether any transaction from that ID took place or not.

Training Program Enrolment Form

Candidate Details		
Name		
DOB (DD-MM-YYYY)		
Gender		
Course Opted (Please select/tick your choice)	Finance Training- NISM series X A	
	Finance Training NISM series VIII	
	Finance Training NISM series VII	
Are you an existing intern?	Yes/ No	
If yes, please mention your training batch number		
Referred by		
Address and Pin code		
City		
State		
Email address		
Contact Number		
Whatsapp Number		
Current Occupation- Student/ Working Professional		
College/ Company Name		

Payment Details		
Payment Mode- Cash/ NEFT/IMPS/Google Pay		
Payment Date		
Transaction Number (Receipt/Screenshot to be attached along with the form)		

Terms of the contract
The fee of INR 1499/- is only charged as tuition fee for the training program.
It does not include the NISM certification fee of INR 1500/- and we are not liable for the same.
One week prior you will get the confirmation on the batch details over an email.
Attendance is to be maintained. Topics once explained will not be repeated and can be clarified with the trainer separately.
The batch commences on 1 st of July 2021.
It is only a training program and we do not offer NISM certification, however post training as a candidate, you can wilfully apply on your own accord.
GTM & Sons Advisory Pvt Ltd is not an agent or representative for the same or takes the responsibility of the same.

Registered Corporate Address: Level 4, N Heights, Plot No 38, Siddiq Nagar,HITEC City, Hyderabad, Telangana 500081
GST No- 36AAICG6531H1ZJ

Services Covered-
This program includes 30 hours of online training on the said topics covered under NISM series you have chosen.
The training would be conducted 5 days a week and the weekends will be an off.
After completion of each unit there will be an assessment that will be conducted to check the conceptual clarity and your level of understanding.
Relevant course study material (soft copy) will be provided for better clarity.

Declaration
I have fully understood the course details and have made the payment.
Candidate Signature:
Date:

Registered Corporate Address: Level 4, N Heights, Plot No 38, Siddiq Nagar, HITEC City, Hyderabad,
Telangana 500081
GST No- 36AAICG6531H1ZJ

Figure 3: Enrolment form for Training Program

Once the verification is done, we inform the invoice team about the client's details so that they generate the invoice and send it to their email address.

The verification team and invoice teams require a lot of coordination. Any communication gap would lead the whole operation to fail and might create chaos.

- **Quality service Calls-** After verifying the forms, once in a week we called the clients to reiterate the terms and rules and take their feedback as well. The purpose of quality services was as follows-
 - ☐ To reiterate the terms and conditions in order to refrain from any misunderstanding in future
 - ☐ Payment confirmation
 - ☐ Course selected confirmation
 - ☐ Ask the clients preferred batch timing and schedules
 - ☐ To resolve any doubts or queries regarding the course or anything
 - ☐ Relationship building with clients

We used to record all the calls and talks with clients for reference purposes and maintaining transparency between the organization and clients. As a marketer, this role in operations helped me boost my communications skills and give me the confidence to answer the queries at the moment and satisfy the client with your answers. During the call, we used to send them the feedback form over WhatsApp which requires the data regarding batch details and timings to be filled in so that we give them prior allotment of the batch as per their convenience.

- **Batch Management and Scheduling-** After all the process is done, batch management and scheduling process is involved keeping in mind the batch strength (50 students in a batch), and different courses opted by different people. The Google form was filled out by the clients to get the data of their preferred batch timings and what course they opted for. There were 2 dates of batch commencement and the timings proposed for the batches are 6-7 PM, 7-8 PM, 8-9 PM. Therefore, a total of 6 batches were formed for different courses and in order to keep it small batches for better interaction.

Batch Commencement Date: 10th July 2021		
Mode of Learning: Online		
Timing	Batch	Subject
6 PM - 7PM	Series X(A)	Investment Plans
7PM - 8 PM	Series VII	Security Operations and Risk Management
8PM - 9PM	Series VIII	Equity Derivatives
Batch Commencement Date: 20th July 2021		
Mode of Learning: Online		
Timing	Batch	Subject
6 PM - 7PM	Series X(A)	Investment Plans
7PM - 8 PM	Series VII	Security Operations and Risk Management
8PM - 9PM	Series VIII	Equity Derivatives

Figure 4: Batch Scheduling

- **Logistics-** In the end, the last phase of the operations process is logistics where all the hardcopies to be sent to the clients' address mentioned in enrolment form. Logistics vertical involves packaging, delivery of book contents and timely delivery of their products.

I also took part in the Financial Literacy Program and achieved a certificate from the company after the completion of task.



Figure 5: Apriciation

CHAPTER-6

SUGGESTIONS

&

CONCLUSIONS

Suggestions

Though having a successful campaign with receiving more than expected enrolments, there were some areas of improvement seen in the whole process for ramping up the sales figures along with better and smooth operations.

- There could be a better marketing reach to the target students. Collaboration with the schools and colleges would have been a lot more effective in terms of reaching out to the target audience.
- Having complete product knowledge to the sales trainee so that he/she can easily influence the mind of the consumer and be able to gain the confidence of the audience while resolving their doubts and confidence. Product knowledge training was given to the trainees and the management always helped the trainees regarding any doubts and queries, but assessment like product knowledge test before marketing could be a lot better in order to have a proper in depth knowledge of the product that company is offering.
- Lack of automation was seen in the process especially in the operations department. Each task was executed manually like sending invoices to every customer and checking all the details of enrolment forms manually was quite a hectic task. Such situations become more chaotic when the trainees lack experience and face the new online world which becomes a hurdle for better coordination among the different verticals during the whole process.
- Proper division of work to every individual and each task should have been assigned equally to the interns/employees could have given better results to the organization.

Learning

I am extremely thankful to the organization and my mentor Mr. Junaid Warsi who is the Chief Marketing Officer of GTM and Sons for trusting me and giving me an opportunity to manage the team and also making me a part of the operations team. In the 6 weeks' tenure of my internship program I got a chance to work in various departments which enabled me to have an idea or working experience in other departments along with marketing and sales.

- The marketing and sales process helped me boost my confidence in giving presentations and developing client acquisition strategies.
- Two Day Canva training at my internship made me understand the importance of creative digital content and branding of products and services.

- Direct reporting to CEO and CMO and delivering the work done in stringent deadlines made me develop time management skills.
- Working in various departments which includes a lot of interaction with the client like quality service calls and client acquisition help me develop effective communications skills and acquire presence of mind while providing resolutions to the clients' doubts.
- When you are inundated with many job roles, it is not practically possible to ask the senior management about every decision you want to make. Decision making skills with the proper anticipation is very much required in organizations and multiple job roles at a time made me learn such skills.
- Achieved experience of handling and maintaining databases of the clients throughout the process.
- Got first time experience working in a start-up where I have the liberty to make decisions and strategies the plans for making the campaign successful.
- Developed team management skills.

Conclusion

With all the efforts from the government and because of people understanding the importance of education in today's fast moving world, the education industry is facing a revolution in India. Many startups like Byju's, Unacademy, GradeUp have entered the market and bloomed in the last decade. Unlike other industries affected by the pandemic, the education industry has seen a lot of opportunities in online mode also. The switching and transformation of the education world from the transition offline method to the digital world has been the fastest and the easiest among other industries.

The products and services that have been offered by GTM and sons were strategically priced (Rs.3750/- for Cambridge English language program) and quite unique too as there were not many courses to offer for NISM related modules. The live interactive sessions with small batches helped the students to grasp much knowledge during the sessions. English course with pre assessment test to evaluate the students and teaching the course flexibly designed for every individual along with weekly assessments helps the students understand the concepts of language covering all the four pillars of communication (speaking, listening, reading and writing). The after- sales services like post purchase quality service calls and listening to the clients' confusion and doubts made the experience really good and satisfactory for the customers. The on-time delivery of the study materials to the clients' address made them feel that the clients' assistance is our utmost priority. The feedback was provided to the clients so

that we would be able to know our forte and understand our improving areas and could work on it accordingly.

BIBLIOGRAPHY

- www.wefroum.org
- www.frontiersin.org
- www.economicstime.com
- <https://campustechnology.com/articles/2020/04/30/covid19s-ultimate-impact-on-online-learning-the-good-and-the-bad.aspx>
- <https://www.educationworld.in/impact-of-online-learning-on-school-education>
- <https://tech.ed.gov/files/2013/10/implications-online-learning>
- <https://www.google.com/>
- <https://www.youtube.com/>
- <https://www.vectorstock.com/>
- <https://www.panoramaed.com/blog/45-questions-for-understanding-student-engagement-in->
- www.online-learning
- <https://www.eurekaselect.com/>
- www.shareslide.net
- <https://www.insurancedekho.com/health-insurance/companies>
- <https://www.policybazaar.com>

THANK YOU