

Summer Internship Project Work

On

E-commerce & Online-to-Offline Integration At JK Tyre

By

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Under the Supervision of

Mr. Jishnu Changkakoti

(Submitted in partial fulfillment of the requirements for MBA degree)

Institute of Management

JK Lakshmipat University, Jaipur

(2019-2021)

Certificate

It is certified that the Summer Internship Report titled **E-commerce & Online-to-Offline Integration** at JK Tyre submitted by **Divyansh Vyas** is an original piece of research work carried out by the candidate under my supervision.

Sign. Of the Faculty Guide

(Mr. Jishnu Changkakoti)



DTD: 5th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Divyansh Vyas**, a **MBA student of JK Lakshmipat University, Jaipur** has successfully completed his project in our Marketing Department during 28th May to 28th July 2020. He did his project on **"E-commerce & Online to Offline Integration"** at our Head Office, Delhi.

We found him sincere and hard working. We wish him all success in his future endeavor.

for JK Tyre & Industries Limited

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DECLARATION

I DIVYANSH VYAS student of JK LAKSHMIPAT UNIVERSITY, JAIPUR batch 2019-2021 declare that every part of the project report “E-Commerce & Online-to-Offline Integration” at JK TYRE & INDUSTRIES Ltd.

Submitted by me is original.

I was in regular contact with my faculty guide and industrial mentor for discussing the project.

Date of project submission –

Signature

Faculty

Mentor's

Comments:

ACKNOWLEDGEMENT

I owe a debt of gratitude to JK Tyre & industries Limited for giving an opportunity to practical exposure of corporate.

I am thankful to Mr. Chiranjiv Singh for giving me an opportunity to learn in this Organization.

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Executive Summary

I was formally assigned the project of “E-Commerce for Tyre Industry and Online-Offline Integration”. In this I got to apply and come-up with the ideas which can be implemented during the COVID-19 Pandemic situation.

The problem faced during the Pandemic is that the sales of the industry went down, and COVID-19 has changed the whole concept of buying pattern of the customer as compared to the previous scenarios i.e., contactless delivery and social distancing is a new normal. To compete in the changing environment, I with the team of JK Tyre Marketing Team came up with some initiatives through which we can connect back to our customers and adapt the changing environment.

Online to Offline Integration – Online-to-Offline commerce is a business strategy that draws potential customers from online channels to make purchases in the physical stores. Online-to-offline commerce (O2O), identifies customers in the online space, such as through emails and internet advertising, and then uses a variety of tools and approaches to entice the customers to leave the online space and connect in the offline medium. It is an integration of both online and offline mode of business.

Under this topic I, with the help of Marketing Team, of JK Tyre identified 4 different ideas which are –

- 1) Hello JK Tyre
- 2) Google Listing of the Dealer’s
- 3) JK Tyre Man – Doorstep Fitment
- 4) JK Tyre E-Commerce –
 - i) Listing on Tyre Plex
 - ii) Listing on Amazon & Flipkart

These ideas are being discussed briefly further in this report.

The out of the given projects, some of the ideas are in the planning stage and some are being are under execution.

Learning Through my Summer Internship Project, I gained the learning of how acompany can interact with the customers using the online medium and increase their offline store walk-ins. How both the mediums Online and Offline can be integrated and used to increase the reach, brand awareness and sales of the company.

During my internship I also worked in a project of JK Tyre USA website which is designed for USA Audience for a better understanding and awareness about the company.

JK ORGANIZATION

JK Organisation, the Rs 21,000-crore conglomerate with a workforce of over 40,000, has business interests across the globe, spanning over 90 countries. The JK Organisation traces its origin in the 18th century, when it came into being under the leadership of Lala Kamlapatji and his father Lala Juggilalji, therefore the name 'J.K.'. While the flagship businesses are Tyre & Industries, Cement and Paper, the group umbrella also includes Fenner India, JK Seeds, Umang Dairies and JK Agri Genetics. The group also has a significant presence in the clinical research and insurance solutions through its companies: CliniRx Tangent Research and JK Risk Managers & Insurance Brokers Ltd.

The pioneering spirit of J.K. Organisation which has been constantly striving to provide best products to its consumers also felt the need to have a functionally effective education system for the growing generations of India. While it continues to run various schools across its facilities in different parts of the country under the Lakshmipat Singhanian Foundation, The JK Lakshmipat University at Jaipur has taken up the responsibility to shaping up the new-age new-age technocrats and business leaders.

The conglomerate is also in health care services. While every plant of the group has primary healthcare facilities for its employees and communities living around them, it runs the Pushpawati Singhanian Research Institute for Liver, Renal and Digestive Diseases, New Delhi, the JK Institute of Radiology & Cancer Research, Kanpur and the Lakshmipat Singhanian Institute of Cardiology, Kanpur.

The Group on an expansion spree with the three flagship businesses

The Tyre business has recently announced an investment of INR 1,430 crore to expand capacity for the production of trucks, buses and car radial tyres at its plant near Chennai over the next 15 months. The other flagship business JK Lakshmi Cement also announced its expansion plan with a cost structure of Rs 1,550 crore, involving setting up of a 2.7 million-tonnes-a-year (mtpa) Greenfield project at Durg, Chhattisgarh along with captive limestone mine and two grinding units. Continuing the growth momentum is JK Paper business that has commissioned its Rs 1,750-crore expansion at Rayagada, Orissa, adding nearly 60 per cent to its paper production capacity.

JK Tyre & Industries Ltd.

The flagship company of JK Organisation, JK Tyre & Industries Ltd is one of India's foremost tyre manufacturers and is also amongst the top 25 manufacturers in the world.

For the past four decades, JK Tyre has been at the forefront in driving innovation and excellence in the tyre industry through introduction of ground-breaking technologies and products that cater to diverse business segments in the automobile industry. Pioneers of radial technology, the Company produced the first radial tyre in 1977 and is currently the market leader in Truck Bus Radial segment. In 2019, the Company achieved a remarkable feat by entering the coveted Limca Book of Records with the country's largest off-the-road tyre - VEM 045. The Company provides end-to-end solutions across segments of passenger vehicles, commercial vehicles, farming, Off-the-Road and two & three-wheelers.

JK Tyre's unwavering commitment towards innovation is reflected through the concerted efforts at its state-of-the-art global research and technology centre – the Raghupati Singhanian Centre of Excellence - in Mysore. The Centre houses some of the world's finest technologies and techniques, thereby, adding to the larger efforts of the Company to put India on the global innovation map. The Hari Shankar Singhanian Elastomer and Tyre Research Institute (HASETRI) - which fulfils need for globally competitive technologies for tyres and polymers and the JK Tyre Tech Centre, a hub for new product development catering to current and emerging needs of customers.

JK Tyre launched India's first ever 'Smart Tyre' technology-and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitors the tyre's vital statistics, including pressure and temperature.

A global force, JK Tyre is present in 105 countries with over 180 Global distributors. The Company has 12 globally-benchmarked 'sustainable' manufacturing facilities - 9 in India and 3 in Mexico – that collectively produce around 35 million tyres annually. The Company also has a strong network of over 4000 dealers and 500+ dedicated Brand shops called as Steel Wheels and Xpress Wheels. JK Tyre is also synonymous with motorsport in the country. For over three decades, the Company has relentlessly worked towards shaping India's positioning as the motorsport hub of Asia, developing the right infrastructure for the sport and promoting young talent in the arena.

It is the only Indian tyre manufacturer to be included in the list of Superbrands India in 2019 for the seventh consecutive year. Additionally, JK Tyre was featured among India's Best Companies to Work For in 2019 by Great Place to Work®. JK Tyre recently was awarded the most coveted Safety award in the world -the Sword of Honour for Safety across its plants by the British Safety Council, UK.

Products offered by JK Tyre Ltd.

Product Range

It manufactures a wide range of products starting from 2 kg (2/3-wheeler) to 3.4 Ton (OTR). The company's tyres are marketed in 5 brands:

1. JK TYRE
2. VIKRANT
3. TORNEL
4. CHALLENGER
5. BLAZE

Product Categories

There are categories for which JK Tyre deals in. Following are the categories –

Passenger Category

1. PCR – Passenger Car Radial
2. 2/3-Wheeler

Commercial Category

3. OTR
4. LCV/SCV- Radial & Bias
5. Truck/Bus – Radial & Bias
6. Farm

JK Tyre Brand Analysis

Parent Company – JK Organisation

Category – Tyre Industry

Sector - Automobiles

Tagline/Slogan – Pioneer of radials in India; Total Control

USP – Consistent innovation and state of art technology with best quality.

SWOT Analysis

SWOT analysis is used to assess organization's current position which helps in deciding the new strategy to be planned for the organization. To know what is working for the organization and what is not, what are the issues and what is the area where it is good at. How the issues can be solved of organization.

SWOT stands for Strengths, Weakness, Opportunities, and Threats. It is an analysis technique for assessing these four aspects of business.

SWOT can be used in making most of the decisions impactful, reducing the chances of failure.

What is SWOT?

Strengths – Strengths are the things that the organization does particularly well, and makes it stand different from the competition. Strengths are an integral part of an organization. These are the form of advantage you have in the market, from your competition. These include questions like “What values drive your business? What is the USP of the organization? What do the organization do better than anyone else?”

Weakness – Weakness refers to the area where the business needs improvement. It is very crucial to identify the weakness of the organization and work on them so that in the it do not become a hinderance in the growth of the organization.

Opportunities – Opportunities refer to those avenues in the business environment on which it can capitalize to increase its returns. Being able to spot and exploit opportunities can make a huge difference to the organization's ability to compete and take the lead in the market. Changes in the government policy, lifestyle, social patterns, environmental changes can all give interesting opportunities.

Threats – Threat refers to anything that can be negatively affect the business. Anything such as change in government policy, supply chain issues, shift in market requirement or shortage of workforce can be a potential threat to the business. It is vital to anticipate the threats and act against them before they affect the business and its growth stalls. Keep aware of what the competitors are doing and how can it affect the business environment. For example – evolving technology is an ever-present threat, as well as an opportunity for the business. The pandemic is also been a major threat for many of the business but has also acted as an opportunity for majority of the business houses.

SWOT Analysis of JK Tyre

Strength – Below are the mentioned strengths of JK Tyre –

- **Strong Distribution Channel:** JK Tyres have a wide range of dealership network with more than 141 distributors just in India. The company is also known to engage its dealers and has a relationship programme which ensures high incentives, rewards for superior performance and other value-added initiatives. This relationship that it shares with its dealers is one of its biggest strengths.
- **Market Leadership:** JK Tyres are the market leader in the radial Tyres market for trucks and heavy vehicles and this is a segment which is expected to have steep growth prospects in the future.
- **Standards and certifications:** JK Tyres are the first company in Asia to be awarded an ISO: 50001 certification. It also has an ISO 9001 and ISO 14001 certification.
- **Cavendish:** The move to takeover Cavendish has helped JK Tyres expand their product since it currently owns 1.2 million units of truck radials. The move has also helped to improve the production capacity of farm Tyres and off-road Tyres and with this JK Tyre got into production of 2W category tyres as well.
- **Presence in all segments:** JK Tyres has the presence in all three price segments in the India market. The premium segment is sold under the label JK Tyres, the mid-tier under Vikrant Tyres and the value segment is sold under the label Challenger.
- **Exclusive Channels:** JK Tyres sells their truck Tyres through Truck wheels whereas the Steel Wheels/Xpress Wheels chain is dealing exclusively with passenger cars and two and three –wheelers. This ensures that customers get exclusive and specialist services in each category.

Weakness - Below are the mentioned weakness of JK Tyre –

- **Cost Control:** With fluctuation in the prices of synthetic rubber which is the main raw material for Tyres it is becoming increasingly difficult to control costs of manufacturing.
- **Focus on Radial Tyres:** The excessive importance given to the radial Tyres segment for trucks has diluted the focus on other lucrative areas such as farm Tyres and passenger cars. The company needs to look at areas other than truck Tyres.
- **Pricing:** As competition increases in the tubeless Tyres from foreign players and multinational companies JK Tyres will need to focus on keeping its prices intact since that will be its core differentiator. This will be a huge challenge for the company.

Opportunities – Below are the mentioned opportunities of JK Tyre –

- **Growth in two-wheeler market:** The number of two-wheeler purchases is expected to be at an incline in the next decade and the two-wheeler Tyres market is expected to hold the highest market share in the Indian market. This will be a potential opportunity for JK Tyres to look at since it will mean more frequent replacements as well.

Threats – Below are the mentioned threats of JK Tyre –

- **Competition:** The company faces stiff competition from Bridgestone, Michelin, and Cooper as well as local players in each regional market like PRF and Apollo Tyres in India.

Segmentation, Targeting and Positioning Model

Segmentation, Targeting and Positioning (STP) Model is an approach that can be used to identify the most valuable market segments and then sell to them successfully with carefully targeted products.

The STP Model consists of three steps which can help analyze the offering provided by the organization and the way it communicates its benefits and value to specific groups.

STP stands for:

- Segmentation – Segment your market
- Targeting – Target your best customers
- Positioning – Position your offering

This model helps in identifying the most valuable types of customer, and then develop products and marketing messages that ideally suit them. It also allows the organization to engage with each group better, personalize the message, and sell as much as their product.

Applying the STP Model

Step 1: Segment Your Market

Market segmentation is required to divide the customers in the groups of people with each common characteristic and needs. This helps in tailoring the approach and meet each group's needs cost-effectively.

Some different ways to segment the target market –

- Demographic
- Geographic
- Behavioral
- Psychographic

Step 2: Target Your Best Customer

After segmenting the audience, analyze and decide which segment to target, based on size of the target audience, profitability, and chances of conversion. Keeping up the questions in mind like, is it large enough to be worth addressing? Is steady growth possible? And how does it compare with the other segments? Think carefully about how well the organization can serve this market.

Step 3: Position Your Offering

In this step the goal is to identify how the organization want to position the product to target the most valuable customer segment. Consider why the customer should purchase the product rather than choosing the competition. Create a value proposition that clearly explains how your offering will meet this requirement better than any of your competitors' products. Develop a marketing campaign that presents this value proposition in a way that your audience will appreciate.

JK Tyre STP

Segmentation – Automobile Industry, Heavy Equipment Industry

Target Market – Passenger Vehicle, Two/Three-Wheeler, Heavy Vehicles, Industrial Vehicles, Road Transportation Vehicles, Trucks

Positioning – To all the urban or rural people who own a vehicle, JK Tyre is the brand of Tyre Manufacturing Industry that deals in all the type of tyre related services used in any type of commercial or personal vehicle. JK Tyre is one of the leading tyre industry in India.

COVID-19 Pandemic

COVID-19 has adversely affected each sector, be it business, lifestyle, education, sports, etc. Due to this pandemic there is a major shift in all the activities which were termed to be a normal lifestyle. Lockdown, social distancing, masks are the new normal and as per the reports of WHO it is not going to end any time soon. The only hope for this is the vaccines which are still in trial process. The developed leader countries like Japan, USA, Germany, etc. are in the phase of recession and there is a rapid increase in the rate of job losses. Millions of people have lost their jobs and many companies are on the verge of shutting down. MSME sector has been affected the most.

As per the reports of The Economic Times “70 per cent of start-ups stated that their businesses have been impacted by COVID-19. 12 per cent of the start-ups have shut operations and 60 per cent are operating with disruptions.”

Impact on the Business Strategy –

- Leaders are facing the urgency and complexity of reopening their business
- Reopening requires a program of re-invention
- There is shift in increase of investment in digital, data-driven and in the cloud to have more variable cost structures, agile operations and automation; to create stronger capabilities in e-commerce and security.

Impact on Customer Behavior –

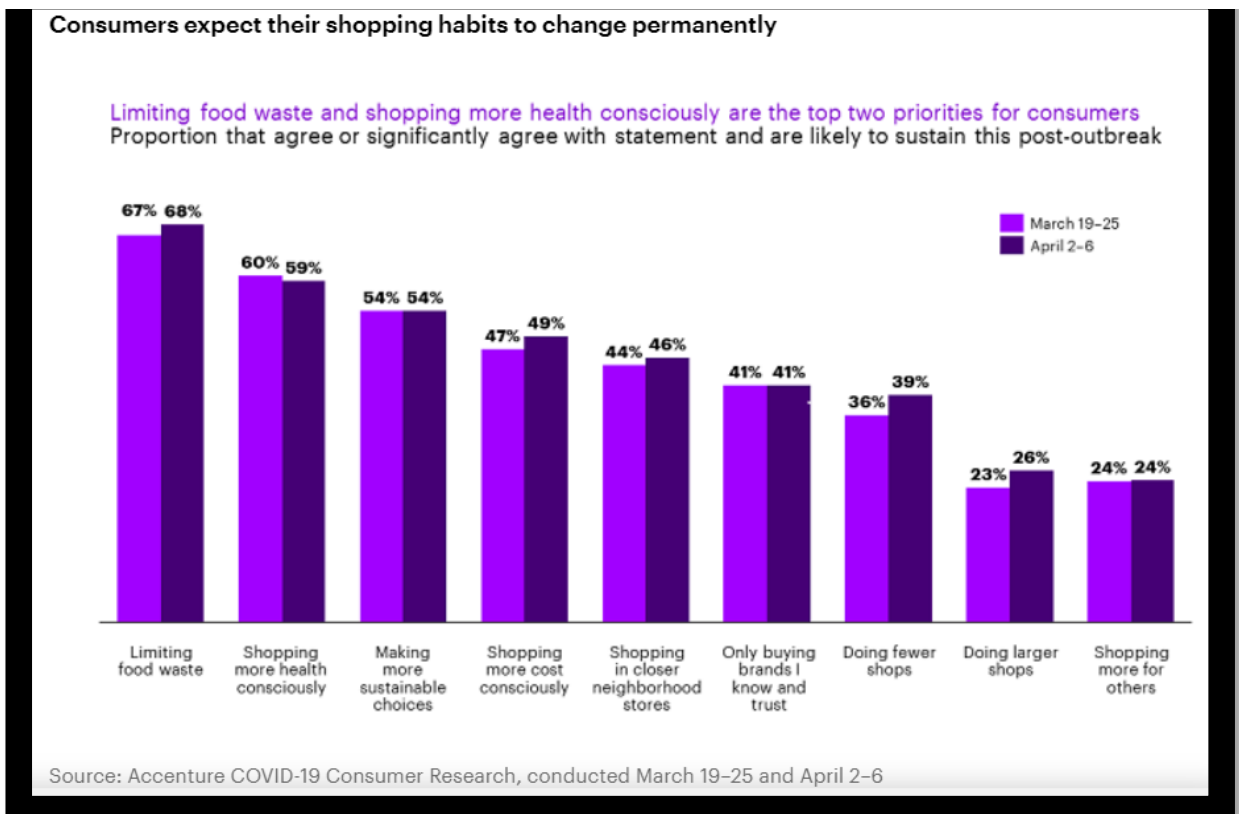
- Change in habits of the customers
- Importance to contactless delivery
- Increase in E-Commerce sales

Impact on Workforce –

- Shift in the workforce
- Work from Home is the new culture
- Issues in the availability of migrant labor
- Limited people allowed in the facility

Change of Shopping habits of Consumer –

- Increase in focus on health –
- Rise in conscious consumption – Consumers have become more mindful of what they're purchasing.
- Growing love for local – As per the reports of Economic Times “There is a 90% increase of trust on the local kirana store during the lockdown which subsequently resulted in increase in sales”



Source: Accenture COVID-19 Consumer Research, conducted March 19-25 and April 2-6

COVID-19 Effect on Automobile Industry

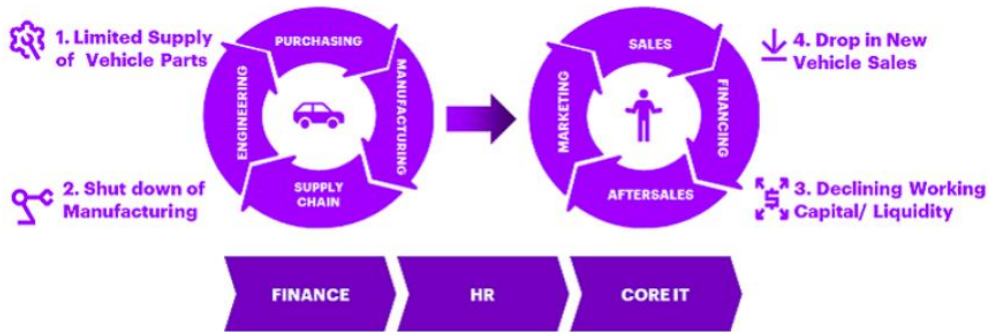
The automobile industry was already facing a number of issues like declining sales, global political uncertainty, CO2 penalties and rapidly changing customer demand, majority of manufacturers have been already facing challenges since 2019. These circumstances have worsened by the onset COVID-19, a global pandemic situation which has affected every aspect of automotive sector from manufacturing, suppliers to dealers.

Challenges brought on by COVID-19

Pandemic is disrupting the global value chain. Here are a few of the key challenges facing the industry –

- **Disrupted Supply Chain** – Original Equipment Manufacturer (OEM) heavily rely on just-in-time production, their supply chains were immediately disrupted. In China, almost 2/3rd of auto production was directly affected by the country's industrial shutdown, which had a large impact on suppliers as well.
- **Shutdown of manufacturing** – Apart from China most of the US & European car manufacturing is under huge uncertainty on when the plants will resume normal production. Regardless of whether the halts are required by health and safety enforcement, legislative inaction, declining demand or a lack of parts in the supply chain, the consequences remain the same: job losses, a predicted drop of 16% for the automotive production and hence, a severe impact to GDP.
- **Liquidity** - Some OEMs have low liquidity, and with minimal operating cash flows, the remaining cash reserves are on average depleted in less than two months. This has led various OEMs to negotiate higher credit lines. the massive drop in market capitalization will likely accelerate industry consolidation. And without securing additional funding, some players risk going out of business. This financial challenge will impact transformational investments into connected, autonomous, shared and electric mobility, which are likely to be deferred.
- **Drop in vehicle sales** - China is still the world's largest market for light vehicles. The sales drop in February 2020 of more than 80 percent in comparison to January is a

strong indicator of the direction the global market is heading, and the impact is already visible. Forecasts for global light vehicle sales in all major regions predict that the market will drop by around 12 percent in 2020, and it is very unlikely that these circumstances will change soon. Sales forecasts for the US estimate a decline of 9 percent annually that consumers are not buying new vehicles due to the pandemic. Changes in customer behavior in response to being on “lockdown,” such as less mobility and more online shopping, might remain after the crisis passes.



Source - <https://www.accenture.com/us-en/insights/automotive/coronavirus-automotive-rapid-response>

Changes in Automobile Industry Functionality Post Pandemic –

Vehicle Purchase –

- There are major restrictions on the test drive of the vehicle, at certain areas it is not allowed anymore but where it is allowed, strict measures are taken care off.
- Proper sanitization and thermal screening steps are followed for both employees and customers, the demo vehicle is properly sanitized, and the information of the customers are duly recorded.

Vehicle Service –

- Bookings via phone call are preferred more by the customers and the service centers
- Thermal Screening and sanitization of customers
- Daily recording of temperature and proper sanitization of employees
- Vehicle Sanitization
- Noting down the customer details
- Proper precautions taken and social distancing maintained
- Customers restrictions to the workshop area.
- Vehicle sanitization before handing it over back to the customer

COVID-19 Effect on Tyre Industry

Tyre industry in India has been heavily impacted due to the COVID-19.

Here are the following ways in which it has been disrupted –

Decrease in Demand – Due to lockdown the passenger vehicles have been barely used and in industrial vehicles only the essential services were operating, resulting in less number of vehicles being run on the road, resulted in less wear and tear of tyres leading to fall in the demand as compared to the previous year.

Increase in Inventory – Due to decrease in sales tyres and the inventory in the production plants increased causing another problem for the industry.

Decrease in the price of raw material – Due to decrease in the demand of rubber as a raw material, its price in the market has drastically fallen down.

Distribution System – Due to the lockdown, the distribution store was also closed resulting in decline of sales.



Source–https://www.business-standard.com/article/companies/covid-19-tyre-companies-face-rising-inventories-plan-production-cuts-120041000472_1.html

COMPETITORS

Top Competitors of JK Tyre –

1. MRF Tyre
2. Apollo Tyre
3. CEAT Tyre
4. Maxxis (India) Tyre
5. GoodYear Tyre
6. Bridgestone Tyre
7. Yokohama Tyre
8. Falken Tyre
9. Pirelli Tyre
10. Metzeller Tyre

SWOT Analysis of the Competition

SWOT Analysis of MRF Tyre –

Strength –

1. A large number of manufacturing units.
2. Possessing a powerful exporting market.
3. Brand value
4. The diversity of the company
5. Reaching out with strong advertisements

Weakness –

1. Lack of volatility
2. Being in a very strong competition

Opportunities –

1. Going through a fast growth
2. Maintaining good relations
3. Having a lot of diversity

Threats –

1. Availability of cheaper goods

SWOT Analysis of Apollo Tyre –

Strength –

1. Emphasis on Research and Development
2. Market share

Weakness –

1. Labor unrest effects production
2. Heavy dependence on Indian market

Opportunities –

1. Growing Four Wheeler Industry in India.
2. Global Expansion

Threats –

1. Strong competition
2. Cheaper Tyres in China
3. Volatility in rubber production

SWOT Analysis of CEAT Tyre –

Strength –

1. Wide product portfolio
2. Focus on customer needs
3. FMCG model distribution channel
4. Advertisements

Weakness –

1. No market leadership
2. Low margins
3. Low focus on after sales service

Opportunities –

1. High growth potential
2. Growing market for passenger cars

Threats –

1. Competition
2. High cost of material

Functioning of Competitors on Digital Space -

MRF Tyres

MRF being a key competitor of JK Tyre has listed all its product and their details on their website. But their business model is not different from an e-commerce store. The company is using the website named - <https://www.mrftyresandservice.com/> where it has cited its products.

Following is the customer journey on MRF store –

Step 1 - The customer lands up at <https://www.mrftyresandservice.com/> after clicking on the basket icon mentioned on the main MRF Webpage.

Step 2 - After selecting their city, they can find the perfect tyre matching their vehicle type and log into the webpage

Step 3 - Customer can select the service which they want from the dealer

Step 4 - The customer can book an appointment with the dealer of his choice

Step 5 - Customer can pay online for the tyre and service and then visit to the appointed dealer on the provided time

Note - Although this service is not available due to the COVID-19 situation as per it is mentioned on their website.

Observation –

- They do not deal directly with providing the goods to the customer rather they provide the service selected by the customer at their Tyre & Service store by giving the facility of taking the appointment of their preferred store by the customer and making the +payment online.
- Apart from this they also have a tie up with E-Commerce companies like Amazon, where their products are being listed.

Apollo Tyres

How Apollo Tyres used to conduct business before Pandemic (Customer Journey) –

Step 1 - After landing on Apollo tyres website a customer clicks on the cart menu provided on the site.

Step 2 - Then there after the customer can search for tyre required as per their vehicle's requirement

Step 3 - After selection of tyre the Customer can choose the dealer as per his/her convenience and can pay the price of tyre and additional service required by the customer on the site itself and book an appointment with the selected dealer as per his/her comfort

During Pandemic Efforts –

During the Pandemic situation Apollo has launched a helpline through which a customer can purchase tyre via that helpline and can also call in case of discomfort, and a team by Apollo tyres will assist them.

Customer Journey during Pandemic –

Step 1 – The customer makes a call on the provided toll-free number, where the customer care service will take down their order.

Step 2 – Apollo tyres sales team will get in touch with the customer, connecting them to their nearest dealer as per their order

Step 3 – Then it would be on the dealer weather they'll provide the tyre at their doorstep with fitment services or the customer will go to the dealer

CEAT Tyres

CEAT Tyres works on home delivery model i.e., they deliver the goods at the doorstep of the customer. This process is being conducted before the Pandemic. Compared to the other competitors CEAT Tyres is the only brand which delivers the tyres at the doorstep of their consumer.

The Customer Journey is as follows –

Step 1 – Visit the official website of CEAT Tyres

Step 2 – Select suitable tyres online

Step 3 – Add tyres in your cart to order

Step 4 – Pay for your tyres online

Step 5 – Tyres delivered to the selected location

But post-delivery the fitment of the tyre in the customer's vehicle is not provided by the company, the customer needs to visit the nearest dealer or any service provider to get it done.

What are the rest of the competitors doing?

The rest of the companies, provide a store locator on their website, where a customer can locate their nearest dealer and check the availability of the product they desire with the brand.

Apart from this these major brands also sell their products with the Ecommerce giants like Amazon and Flipkart.

Problem Identified –

Due to the current COVID-19 Global Pandemic, there is a decrease in interaction with the customer and subsequently decrease in sales, but since the market is re-opening with the concept of “New Normal”. Tyre Industry will also have to adapt such initiatives to get back in touch of the consumer. Facing such challenges how we can take privilege of online channels/platforms and integrate them in both online & offline mode.

To counter this issue, with the help of Marketing team of JK Tyre we came up with certain projects to bridge the gap and adapt the new normal.

Online-Offline Integration

The Pandemic has changed the whole as to how the business operate, economies and working style. It has disrupted the global economy and lifestyle across the globe. It can be clearly said that the companies/businesses which have adopted the technology have survived but the companies/businesses which were running on the brick mortar concept are heavily affected due to the pandemic.

Now the pandemic has made the world adopt a new normal, which is different from the old lifestyle. It comprises of masks, contact less communication, social distancing, contact less delivery, sanitization etc.

Few insights gained are –

- **The new normal has changed purchase pathways** – The shift in purchase is being heavily noticed after the pandemic, there is a decline in retail sales and increase in Online Sales.
- **Complete shift in consumer behavior** – There is a drastic shift in the purchasing pattern of the consumer. The consumer has started checking for the product online, whether it is safe or not, necessary or not and then make a purchase. Irrespective of what they used to do earlier.
- **Challenge to unlock the new normal** – For many businesses it is still a tough challenge to understand the new normal and respond accordingly.
- **Contactless service gaining popularity** – People are more and more concerned to get in least contact with the outsider, contactless delivery of goods is very trending in these days.
- **Delivery at doorstep** – People are apprehensive to step outside , they are minimizing their movements their house to buy any product, delivery at the doorstep is very much appreciated.
- **Going the ecommerce & digital way** – There is a huge incline in the ecommerce sales in these times, i.e., more and more people are preferring to purchase products online instead of purchasing them offline on the safety store.

Hence, here we at JK Tyre care for our customer. Introducing new service to ensure convenience & safety

Project – 1

Google My Business - Business Listing at Google Search

Overview

JK Tyre holds more than 600 Brand Shops across the country. The brand shops are divided in the following types –

- Steel Wheel – Passenger car tyre store in urban and semi-urban places
- Xpress Wheels – Tyre store on highways and rural places
- Truck Wheels – For heavy vehicles
- Retread Centers – Stores for recycling the tyre by adding a belt of rubber on it.

Motive for this project is that whenever a customer searches for a tyre shop from any part of India, JK Tyre comes at the top of the list and he prefers us instead of our competition.

Problem Faced –

With this digital generation and on-going trend people are becoming more and more tech savvy, for every query they prefer a google search, which shows that if the business is listed on a google search and is visible when a customer searches for a keyword, it can help in increase of footfall in the store.

The situation of JK Tyre is such that whenever a customer searches for a search term like Tyre Shop near me or JK Tyre near me, the results were not what were expected to be. Google was not able to properly optimize the results because many of the Brand Shops were not present on the listing and the ones which were there were barely visible due to incomplete details. So, when the customer is searching for a tyre shop, JK Tyre is not a result which is coming on the top of the results. There was a lack of visibility of the brand resulting in less footfall and lack of brand awareness on digital mediums.

Google Search synchronizes the results of the person based on their query and location, it detects the location of the person who has searched for a query and provides the nearest store location based on his/her query.

Action Performed –

Phase 1

600 Plus JK Tyre store were listed at the Google My Business with the help of an outsider brand which specialises in this field names **Single Interface**.

How it helps – When a person who is looking for “JK Tyre Dealer Near Me” or “Tyre Shop near me” will see the nearest JK Tyre Steel Wheels/Xpress Wheels available based on his/her device location.

How it helps a Customer –

- **Call a Dealership** – A customer can call the dealership and ask for the desired product or service available with the store and can also book an appointment.
- **Reviews** – A customer can check the reviews/ratings of the store to have a better understanding for the store. It also creates a trust factor in the mind of a customer if there are plenty of positive reviews and ratings given for a store.
- **Navigate the Dealership** – It helps in navigating the dealership and provides a specific address, timing of the dealership so that the customer can visit as per his/her convenience.
- **Check Offers & Promotions** – A customer can also check if there are any offers of promotions available on the store which can interest him/her more and attracts him/her toward the store.

How it helps the Dealer –

- **Better Visibility at Google Search** – Whenever someone in a nearby location searches for JK Tyre Shop their result will be on top, resulting in a better reach and chances of increase in footfall.
- **More enquiries & walkins** – By being visible at the top will help them in getting more queries from the interested buyers, and more and more new buyers will come in the store.
- **Promote Scheme & offers** – It helps them in their promotion of the schemes and offers at a very low cost, reaching out to a greater number of people.
- **Get better consumer insights** – My business helps in tracing more consumer insights such as, how many people have called, how many people have viewed their store, how many people have reviewed them which helps them in modifications.

Phase 2

Overview

After the successful completion of Phase 1 i.e., listing the business on Google My Business we came forward with an innovative idea to make the listings more appealing and detailed to know the customer response.

It is a pilot project which was run in the cities – Delhi + NCR, Kochi, Bangalore & Chennai

The number of dealers chosen for this project are 51

Idea –

To optimize Google Listing of Dealers as per the Google's Guidelines in the selected cities by providing a detailed micro-site landing page to the dealer query page.

Objective –

- Optimize the google ranking and appear on the top of search result
- Increase Brand Awareness
- Reach more potential audience
- Increase website visits
- Increase customer engagement
- Increase store walk-ins

Action Performed –

With the help of the marketing team of JK Tyre we selected 51 Dealers from selected major cities for our pilot project. The cities were – Delhi + NCR, Kochi, Bangalore & Chennai.

Step 1 – Developed a microsite for our dealers to give a detailed and appealing look to the page.



This is how the landing page looks like when a consumer will search for JK Tyre Shop near me and will click on the dealer's name.

Earlier when a customer used to click on the website button of the enlisted dealer's name it would redirect him to JK Tyre's website.

Step 2 – Optimized the results and run Ad Campaign on them so they will be the first one to pop up when anyone searches for Tyre Shop.

Step 3 – Attached are the customer forum where a consumer can fill in the details of his/her enquiries, and their contact information which will help the organization to reach them.

There is also enlisted details related to the product they are looking for, offers and warranty details, address of the dealer with their phone number and address along with the map attached to it.

Customer Journey –

Step 1 – A customer will type “JK Tyre shop near me”

Step 2 – Search results will pop up based on his/her location

Step 3 – JK Tyre Dealer will be on the top of the page, better visibility of the page

Step 4 – As soon as the customer clicks on the website button they will be redirected to a microsite of that specific dealer.

Step 5 – Location, contact number, address, ratings & reviews, payment mode, parking facility will be enlisted on the page with the available product details, offers and warranty details are given on the page.

Step 6 – A contact us form is present there, where a customer can contact to the company for his/her query and the company will contact him or forward his/her detail to the dealer.

Step 7 – The number provided at the page will redirect them to the company and the company will connect the line with the dealer helping them in generating insights of the customer for further targeting purpose.

Results –

- A microsite for each dealer giving them a unique impression and makes them stand apart in the market.
- Better ranking at search as compared to the competitors
- More and more enquiries started to come along from the customers
- More walk-ins were generated at the enlisted dealers as compared to the other ones
- More traffic was generated at JK Tyre Website which helped at gathering information and generating analysis of the enquiries.
- Customer can make up his mind with the adequate information provided i.e., reviews & rating, address, product information.

Project - 2

HELLO JK TYRE

Overview –

Due to the extensive lockdown the vehicles were in the same position for a long period of time. After driving a vehicle after a long time, people were concerned about the health status of their vehicle's tyre, i.e., tyre pressure, alignment, balancing, etc.

So, people started searching on google relating to this query, looking for the ideal advice and solutions.

Grabbing this opportunity, with the help of marketing team we designed a campaign Hello JK to reach those audience and help them.

Objective –

- Increase Brand Awareness
- To reach the potential customers
- Increase website visits
- Increase audience engagement with the brand and the dealer's

Action Performed –

Step 1 – A google search campaign was created named HELLO JK

Step 2 – It was launched with the using the specific keywords like “Tyre solutions, Tyre related query” and many such relevant keywords.

Step 3 – Call centre number was dropped in Call-to-Action button.

Customer Journey –

Step 1 – Customer looking for tyre/tyre related service at google.

Step 2 – Sees the Campaign and clicks on it.

Step 3 – Gets connected with the Call Centre.

Step 4 – Call Centre re-directs them to the customer's nearest JK Brand shop.

Step 5 – Call Centre informs the dealer about the enquiry.

Step 6 – Then follows up with the Dealer & Customer as well.

Results –

- Audience Reach – 3.2 Million
- Audience Engagement – 50 Thousand
- Website Visits – 43 Thousand

Note The campaign is still working

Project – 3

Tyre Fitment at Home

Overview –

Since the beginning of the lockdown there is been a massive drop in the sales of Tyres, at the initial stage the dealer were closed and now due to the pandemic the consumer's are afraid to go out to the dealer and get the tyres changed or buy a new tyre.

There is a rapid growth in online purchasing and decline in retail purchasing. Some of the competitors have switched to online platforms by providing them tyres or booking their appointments.

After conducting a qualitative research with the customers of JK Tyre it was found that people are no more comfortable in purchasing products on a retail store. And they need some solution which can help them without their visit to the dealer.

After coming up with several ideas and a brief discussion with the marketing team of JK Tyre, we came up with the idea of providing the tyre services at their home just like any other product.

Objective –

- Customer Satisfaction
- Building Brand Loyalty among the customers
- Brand Awareness
- Innovative thought in the era of crisis
- Increase in sales
- Create Value in the market

How it Works –

- Customer orders the tyre through a call (provided by the company) or through website
- Customer can schedule the delivery to be either at home or location of their choice
- A mobile service van will pick up the tyre from the nearest brand shop (JK Tyre Dealer)
- Tyres will be changed at the doorstep
- An alignment and balancing coupon will be given to the customer, which will be valid at all Brand Shops

Services Provided –

- **Doorstep Delivery** – During the pandemic of COVID19, majority of the people are in favour of doorstep delivery. People are choosing to not go out in these circumstances. So, doorstep delivery is the new norm.

Delivery can be taken place at either home or any provided address by the customer, which is convenient to them.

- **Tyre Changing & Air Pressure Check** – Tyre is a product which is not just a product, but services are also required i.e., if only provided with the tyre it is quite difficult for customers for the fitment of the tyre into the vehicle. Many competitors are providing the services like home delivery of tyre, but fitment is an essential service. Hence, JK Tyre has come up with the services of both delivery and fitment of the tyre. The serviceman will bring the tyre and will properly fit the tyre into the vehicle.
- **Coupon for services at Brand Store** – Coupon of wheel alignment and wheel balancing would be given to the customer, which will be valid at all the JK Tyre Brand Shops. This initiative is taken to promote the walk-ins in a brand store and increase the sales of the dealer.
- **Sanitisation** – In this pandemic era, sanitisation is a very crucial necessity which cannot be neglected at any time, during any kind of process. Hence, after fitment of the tyre it is necessary that the area is to be sanitised. The servicemen who will come along with the JK Van will sanitise the area after the fitment of the tyre. To maintain the healthy, safe and risk-free environment.

Marketing/Awareness of the Project –

To generate the awareness of the project among the audience, various platforms will be targeted to make the audience aware of the on-going project.

Certain measures will be taken to make the audience aware –

- **Social Media Campaigns** – Campaigns will be run and organically and inorganically awareness will be spread through social media regarding the on-going project.
- **Google Display Ad.** – Google Display Ad. Campaign will be run to grab the attention of our customer. A person who is dealing a problem with their vehicle tyre will be surfing on the web on relevant channels. Google Display Ad. Will help in grabbing their attention.
- **Google Search Ad.** – In this age of digital era, whenever a person is having any issues, the very first thing they do is search on google for its solution. So, whenever a customer is searching for a tyre related query, the very first thing which will pop up in their search result is about the new project Tyre at Home. And it will help the customer in solving their problem.
- **Digital Newspaper** – Several people read newspaper, and many people have shifted from newspaper to digital newspaper. Especially after covid-19 crisis, majority of the people are shifting on digital newspaper. Hence, digital newspaper gives a lot help in creating awareness to the masses.

Customer Journey

Following is the customer journey/flow for JK Tyre at home –

- Customer visits JK Tyre e-commerce portal or calls Hello JK Tyre
- They choose tyre and place order
- JK Tyre intimates Van service provider
- Van picks up tyre from nearest steel wheels
- Tyre are fitted at doorsteps
- Customer visits steel wheels for alignment/balancing

Note

This project is still in planning stage

Its first pilot project will be initiated in Bangalore

After the success of pilot project the perspective locations will be – Bangalore, Chennai, Delhi-NCR, Ahmedabad, Jaipur, Cochin and Lucknow

Project – 4

Association with TyrePlex

Overview –

TyrePlex is an ecommerce website which specifically deals in tyres. It is said to be the number 1 Tyre website in India, it is a platform where an individual can get updated regarding the latest news article related to tyre industry and can buy any tyre as per the requirement. It is a growing platform where majority of the tyre brand are present. While pursuing my internship one of the tasks was to ensure the presence of JK Tyre on E-Commerce. And majority of the players are using e-commerce to sell their product. On TyrePlex majority of the competitors are already present.

Why TyrePlex?

- TyrePlex is the number 1 website in India which deals in Tyres
- 97% of the traffic coming on TyrePlex is from mobile phone users
- 70% of the users on TyrePlex are of the age 40 or less, which shows that it caters more to the young audience
- 28% of the users are women on TyrePlex
- TyrePlex is growing at a very fast pace adding 7 lakh users in just a time period of 3 months.

How will it work?

JK Tyre associates with TyrePlex because it helps our dealer partner in opening alternate online sales channel, through tyre Plex.

The business model on TyrePlex is as follows –

- Consumer orders for the tyre online
- Order is assigned to the nearest brandshop
- Customer gets the tyre & service at the brand shop

How it is beneficial –

- It provides additional business for the Dealer
- It gives the control over the price to the company
- There is no conflict of channel
- The quality & experience will not be compromised, since the services are being provided by the company dealer itself
- It helps in the promotion of premium products at a very low cost.

Customer Flow for Dealers associated with Tyre Plex –

- Customer visits Google or Tyreplex directly to research for tyres
- Select the tyres based on his vehicle and preference
- Selects the timings, pin code, dealer preference (if any)
- Makes the advance payment or chooses to pay later and completes the order
- Dealer is notified about the order; he can check and manage all his upcoming orders in the app
- Customer visits the shop, gets the tyres fitted and completes the pending payments.

Benefits to Dealer –

- Generate more sales from online channel
- Better margin as customer has already checked the prices online
- Higher margins as no undercutting
- Dealers continue to make money on fitment, alignment and balancing
- Faster inventory turns and higher sales+

Project – 5

Association with Leading E-Commerce Platforms

Overview –

In the recent days the concept of e-commerce is rapidly increasing, people have increased purchasing through e-commerce more instead of going to the regular store and buying. E-commerce has eased the process making it convenient for the people to order from wherever they are, make the payment online and receive the goods at their desired location.

After the Pandemic there is a rise in online sales of the products. Since people are avoiding to step outside, in last couple of years online shopping has become a trend this has increased even more during the pandemic, which is safe and secure. During Pandemic there is an increase in sales through online mediums.

In this current scenario there is a huge boost to contact less delivery and there is a prediction of increase in the e-commerce business. This is expected in tyre business to make presence on e-commerce platforms.

Currently major share of the e-commerce market is acquired by 2 giants, which are Amazon & Flipkart.

Objective –

Following were the set objectives established to make presence of JK Tyre on E-commerce

- To establish a clear-cut strategy for JK Tyre in passenger segment
- To increase the visibility of the products, especially on premium products
- Increase in the online sales without causing hinderance to offline sales
- Minimum channel conflict

Execution –

Listing of Treel, two-wheeler, Passenger car segment & SMART Tyres at e-commerce platforms i.e., Amazon & Flipkart.

- Listed Two-Wheeler tyres, Passenger Car tyres and treel on Amazon.in
- Smart tyre on Amazon is in work-in-process
- Flipkart is in talks for the listing process
- Running Ad Campaigns on Amazon

Project – 6

Website – JK USA

Overview –

In USA JK Tyre is having a thriving business opportunity, after the acquisition of Mexican company Tornell, JK Tyre is growing more in USA. So, to cater the needs of American customer base, a website is to be designed for that target audience.

Since there was already a website, but it was mainly for Indian audience, the product listing of products offered in India and the products offered in USA is different, in terms of name and identification. So, it created a state of confusion among the USA audience. And this website was made specifically to target Indian Audience and update them about the initiative which are being run in India i.e., social, organizational, etc.

Hence, JK USA website is being specifically made to cater the needs of USA audience, to portray a clear understanding among them regarding the product listing, product specifications and ongoing corporate or social event in USA.

Objective –

- A unique platform for the audience of USA
- Easy targeting to the audience
- Help in analysis of the audience
- Easy targeting based on demographic
- Easy understandability of product, product feature
- Contact the helpline number of states
- Easy reach from customer point of view to the company.

NOTE This project is currently in process.

RECOMMENDATIONS TO COMPANY

- 1) The company must focus more on Digital existence and regularly interact with the audience and generate insights from the data.
- 2) Involving latest technology such as AI, IOT, Machine Learning for upgrading the level of working by they can predict the future more effectively and can grab the opportunity and make best out of it.
- 3) Building the centralized structure for the data collection which will help the company with the broader perspective.
- 4) For better and smooth running of Digital Marketing of the its necessary that department must understand the changing culture of the industry.
- 5) The company is famous for its traditional practices but as the time is evolving they also need to understand the importance of Digital platforms and work in them.

CONCLUSION

This project report states that how E-Commerce and Online-to-offline integration can help in getting in touch with the customers and attract them through both the channels.

This project tells company's Vision, Mission, Strength, Brand Value and potential reach to its customers. It states that how using the digital mediums we can connect with the potential customers. This project revolves around identifying & understanding the current problem which is being faced by the consumers in this era and solving the problem with innovative solutions and by taking proper measures.

During this project we also learned about identifying the new normal and accepting it and taking proper actions to adapt with the normal.

During this internship I gained a in-depth knowledge of how online medium can help in connecting with the customer in offline mode.

I also pursued certain courses with the help of coursera to help my understanding of the project.

Following are the courses I pursued during the internship duration –

- 1) Marketing in the Digital World – University of Illinois
- 2) Digital Analytics for Marketing Professionals (Theory) - University of Illinois
- 3) Digital Analytics for Marketing Professionals (Practical) - University of Illinois
- 4) Digital Media and Marketing Principles - University of Illinois
- 5) Digital Media and Marketing Strategies - University of Illinois
- 6) Marketing in an Analog World - University of Illinois

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