

Summer internship project report

On

“JAIPUR MARKET FEASIBILITY STUDY – GW SPORTS APP”

BY

DUSHYANT CHOUDHARY

2019BBA038



Under the supervision of

Dr. Upasana Singh

Institute of management

JK LAXMIPAT UNIVERSITY



Date: 27th Sept 2021

TO WHOMSOEVER IT
MAY CONCERN

This is to certify that **Mr. Dushyant Choudhary** has completed his project training with us in **Sales & Marketing at Jaipur** from **June 15, 2021 to August 14th, 2021**.

He has completed a project on **“Jaipur Market Feasibility Study – GW Sports App”**.

We wish him all the best for his future endeavours.

Smyan Sports Solutions Pvt Ltd



**Ankur
Kumar
Singh
Director**

Smyan Sports Solutions Pvt Ltd

P a g e 1 | 1

Smyan Sports Solutions Pvt Ltd
Regd. Off: 4389, St. Michaels Colony, Opp Army Driving School, Bandlaguda Jagir, Hyderabad, Telangana
– 500086 Corp Off: 3rd Floor, Innov8, Orchid Centre, Golf Course Road, Next to Sector 54-55 Rapid Metro,
Gurugram, 122022 Ph: 0124-4426065, +91 9581069174, E-mail: contact@gwsportsapp.in,
www.gwsportsapp.in

DECLARATION BY THE CANDIDATE

I the undersigned solemnly declare that the project report is based on my own work carried out during our study under the supervision of Mr. Ankur (Industry mentor) & Dr. Upasana Singh(Faculty Mentor).

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
3. I have followed the guidelines provided by the university in writing the report.
4. Whenever I have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Dushyant Choudhary

2019BBA038

Institute of Management

CERTIFICATE

It is to certify that the Summer Internship Report titled “Jaipur Market Feasability Study-- GW Sports App” submitted by Dushyant Choudhary is an original piece of work carried out by the candidate under my supervision.

A handwritten signature in blue ink that reads "Upasana" with a horizontal line underneath the name.

Sign of the faculty Guide

(Dr. Upasana Singh)

Remarks: The SIP report was submitted too late

ACKNOWLEDGEMENT

The internship opportunity I had with **SMYAN SPORTS SOLUTIONS Pvt. Ltd.** was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I express my deepest thanks to **Mr. ANKUR(INDUSTRY GUIDE)** for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge their contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely

Dushyant Choudhary

2019BBA038

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EXECUTIVE PROJECT SUMMARY

This report covers the most of the work done in Summer internship which comprises of a study of the sports industry of a particular city so that the company can get an idea of feasible volume of market for their entry .

The authors main objective is to identify all the private venues at Jaipur city and conduct a survey on the people coming there to use those venue for respective sports.

In this report, the author has included the organization's overview as well as the responsibilities author has been given to handle. The author has also included the analysis of the survey and wrote the conclusion drawn out of it.

This report discusses all the information of the current scenario & all the data which is used in the analysis is primary data i.e. collected by the author itself.

INDUSTRY OVERVIEW

OVERVIEW OF SPORTS FUTSAL & OTHERS INDUSTRY IN INDIA

Futsal business is a business of pay and play over the venues. This business has a great scope in India as the love for football is growing year by year. The Futsal trend really picked up pace 6-7 years ago as the Indian Super League (ISL) and the Premier Futsal League started getting popular. These global football superstars signing up for such created a buzz among enthusiasts in India. Futsal has become a convenient sport for football enthusiasts who are hard pressed for time, space and players. It is played five-a-side as against the 11-a-side format of football. A Futsal turf (or arena) typically measures 5000 sq ft or more (going upto 10,000 sq ft), as against a football pitch that measures between 45,000 to 1,17,000 sq ft, and is made of synthetic grass that resembles the turf of a football stadium.

Other than the futsal, the industry has pay and play feature for badminton but it is a business of the old time and people usually have a membership programme if they are active practitioners of the game.

These are some factors which have lured students, working professionals in the game, kicking off a new sports market in India.

COMPANY OVERVIEW

GW (GROUND WALA) by Smyan sports solutions pvt ltd. is a india based startup started in the year 2013, with a vision to facilitate sports through its online platforms. Also from facility booking to sports event registration, it offers a range of services to players, sports facility owners, and sports event organizers.

The application that is offered by the company is known as GW sports app , available on both the stores i.e google play store & app store. The application offers many salient features like quick booking, map based search, easy payments, maximum listings etc. which separates them from others. Apart from booking they offer and help in finding the appropriate coach of distinctive sports and helps in organising tournaments or quick leagues. Also they have their own range of apparels comprising of modern style and comfort required while performing sports, sports equipments and related things which have a role in day to day training of different sports.

VISION and MISSION

VISION- To facilitate sports through its online platform

Mission- To have a wide reach over the people and to design what they actually love to use.

OBJECTIVES

- To identify the factors that are held important by the sports enthusiast
- To identify the challenges faced by the sports facility owners

METHODOLOGY

- Sample size – the sample size of sports enthusiast is of 66 responses and upto 80 entries from the sports facility provider.
- Data Collection tool- a questioner was made for the sports enthusiast and floated to them via email/dm & the sports facility owners were interviewed.
- Analysis tool- Google forum analysis was used to interpret.
- Statistics- the analysed data was compared and evaluated and a conclusion was drawn.

Data collected from the survey is analyzed and presented in the diagrammatic form for better interpretation.

ANALYSIS AND RESULTS

JOBS AND RESPONSIBILITIES

- Data Collected through field visits was recorded in form of notes and then a excel file was made to make it accessible.
- The excel file must include respective sports, basically box cricket, soccer, badminton, swimming, gymnasiums.
- Observed around 80-90 venues and around 60-70 active users for box cricket, swimming, tennis, futsal and badminton.
- Basically the check of users will enable the author to know about the volume of users for respective sports and will answer our question - will the entry of GW be feasible or not?

SURVEY AND ANALYSIS – a survey questioner was created with 20 questions and surveyed around more than 80 people.

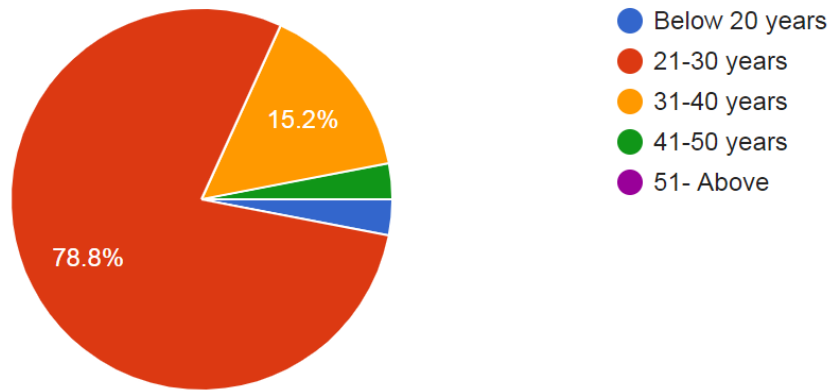
ANALYSIS

Out of 80 only 66 of them responded to the survey and here is the analysis of the following: -

AGE

Age:

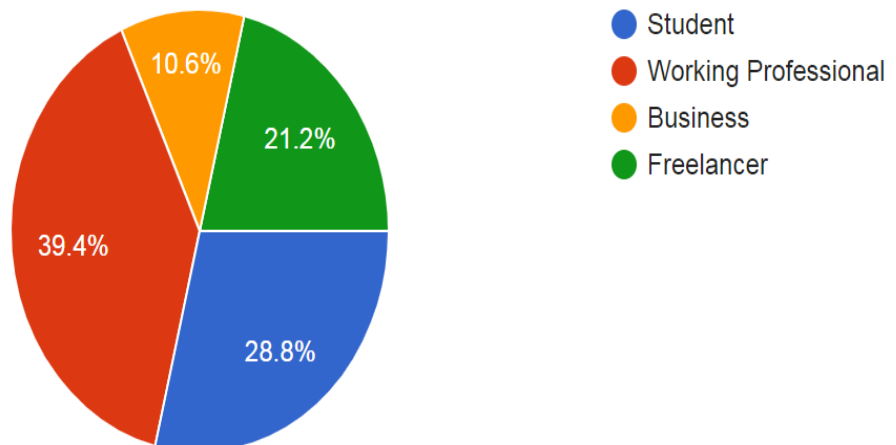
66 responses



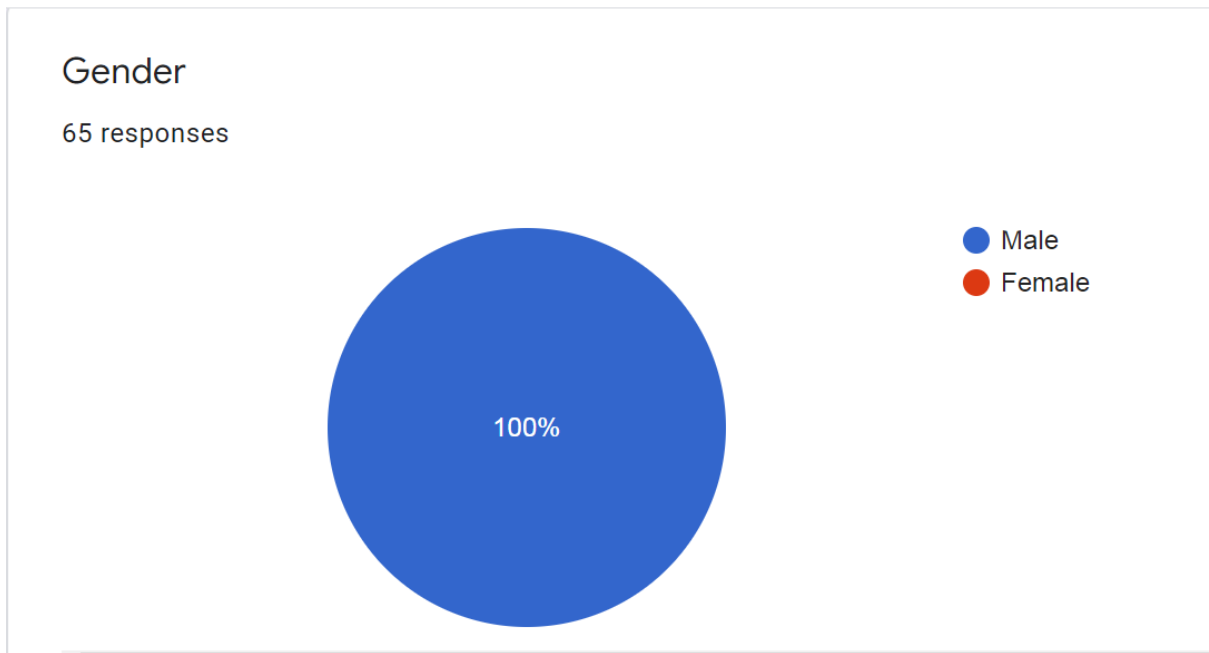
OCCUPATION

Occupation

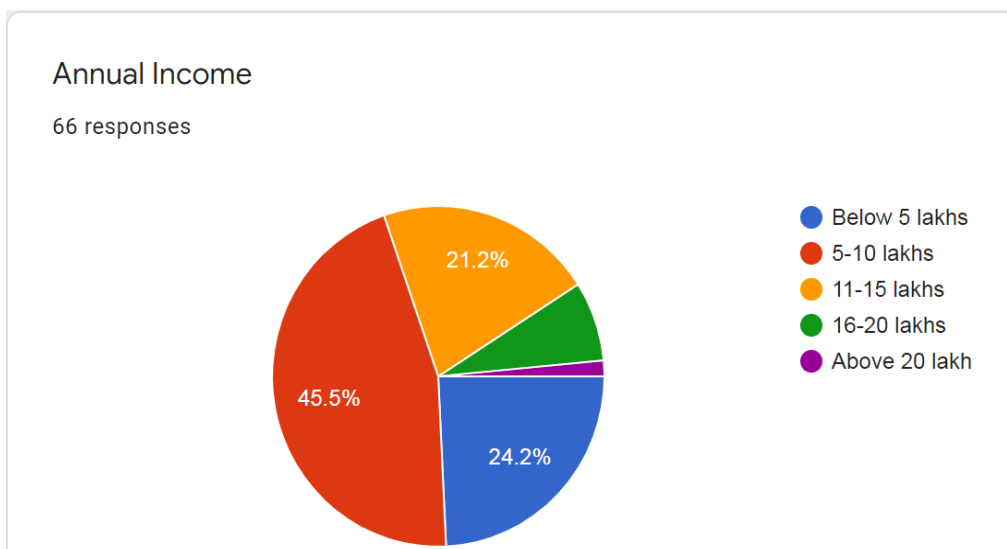
66 responses



GENDER



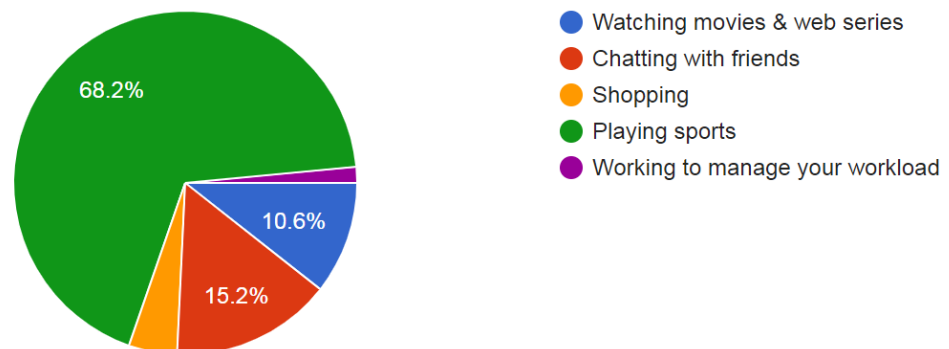
ANNUAL INCOME



MOST OF THE TIME DURING HOLIDAYS/LEISURE/FREE TIME I ENJOY?

Most of the time during holidays/ leisure/ Free time I enjoy?

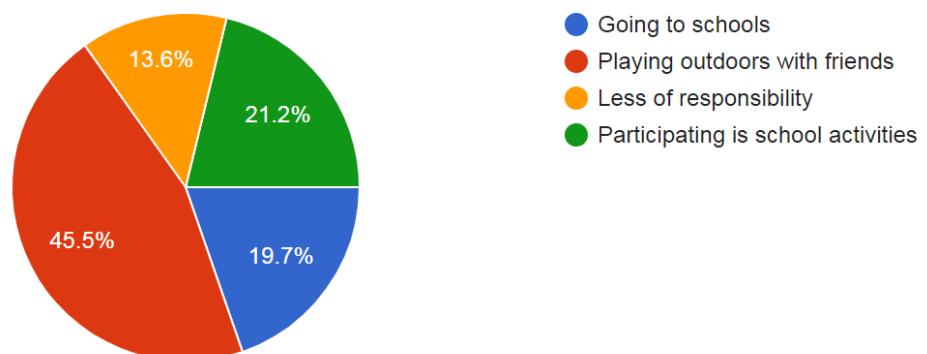
66 responses



BEST PART OF CHILDHOOD MEMORY WHICH I ENJOYED

Best part of my childhood memory which I enjoyed

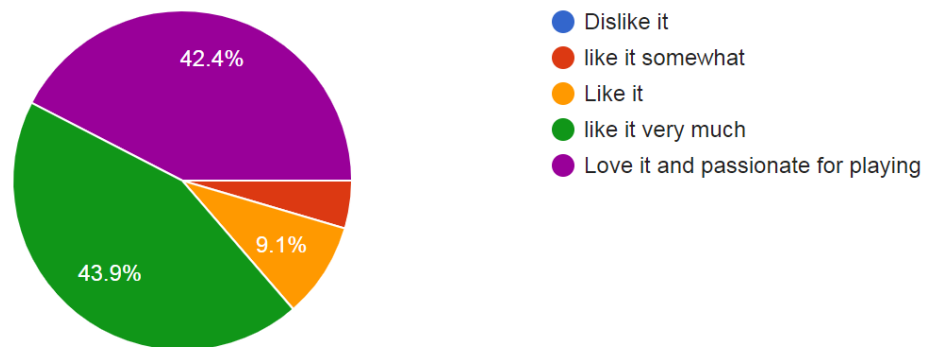
66 responses



RATE YOUR LOVE FOR SPORTS ON A 5 POINT SCALE

Rate your love for sports on a 5 point scale

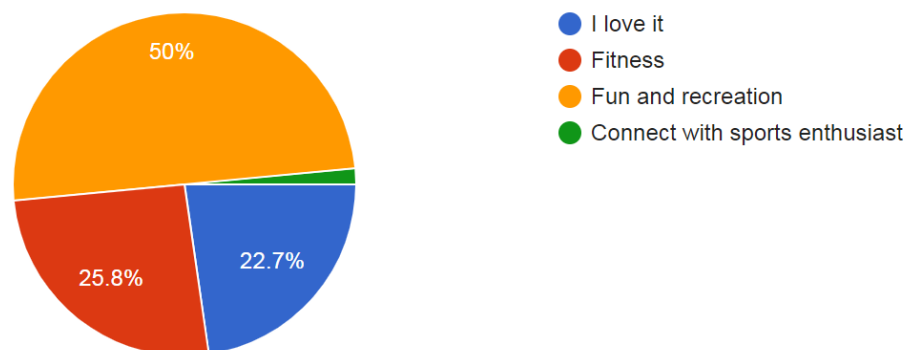
66 responses



I PLAY SPORTS BECAUSE OF THE REASON

I play sports because of the reason (choose one reason strongly felt by you)

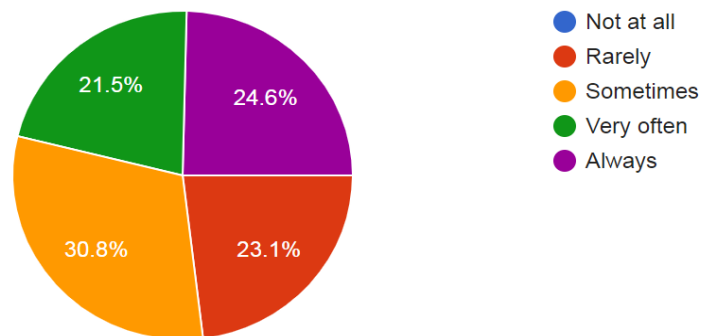
66 responses



HOW OFTEN YOU GO OUT TO PLAY?

How often you go out to play?

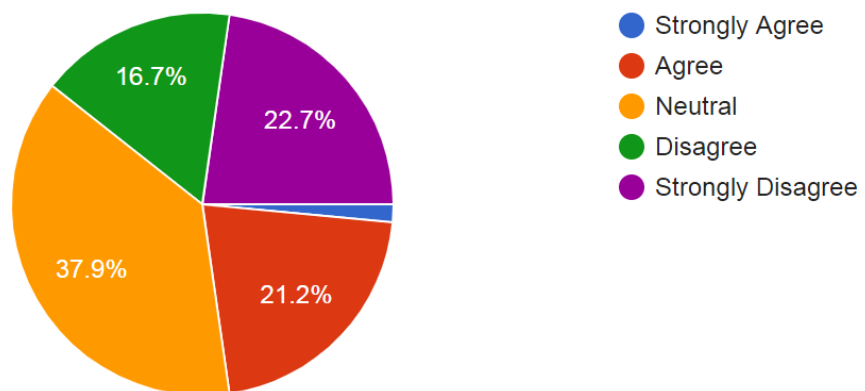
65 responses



PLAYING A SPORT ON REGULAR BASIS IS DIFFICULT

Play a sport on regular basis is difficult

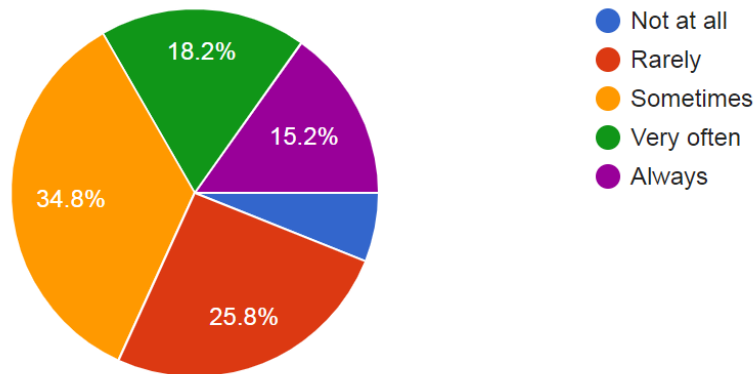
66 responses



I DO NOT MIND SPENDING MONEY TO PLAY SPORTS FOR MY INTEREST AND BENFIT

I do not mind spending money to play sports for my interest and benefit

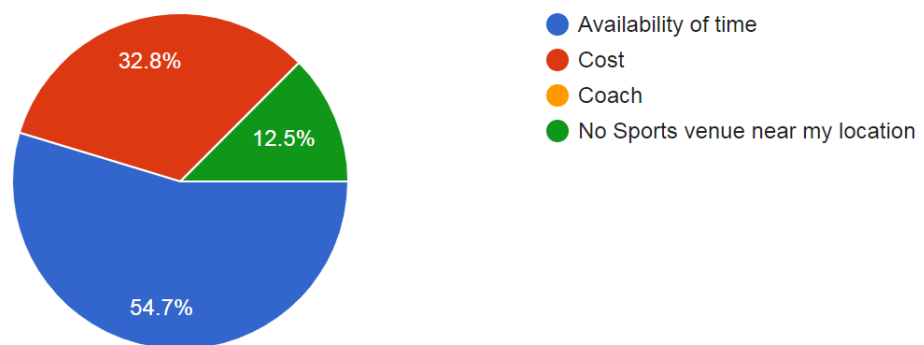
66 responses



WHICH OF THE FOLLOWING IS THE BIGGEST CHALLENGE TO KEEP CONTINUING MY SPORTS

Which of the following is the biggest challenge to keep continuing my sports

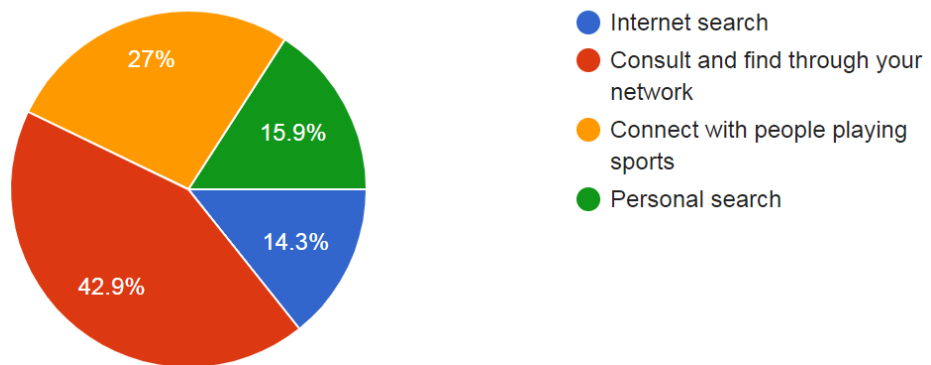
64 responses



HOW DO THEY COME TO KNOW ABOUT SPECIFIC VENUES IF YOU WISH TO PLAY

How do they come to know about the specific venues if you wish to play

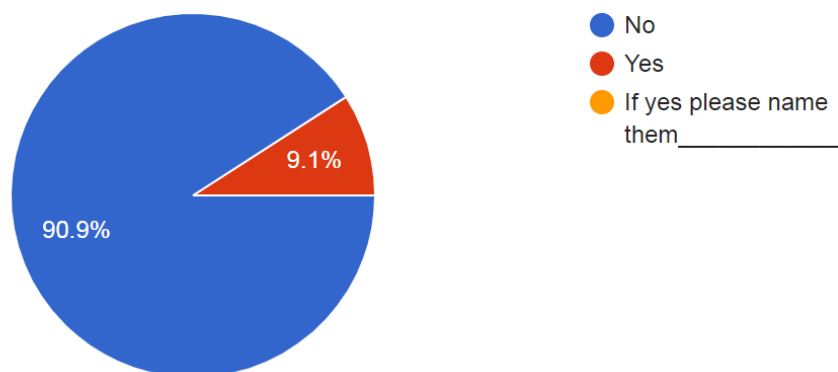
63 responses



Have you heard of e-platform which provide all information of related to available sports venue and facilities near your city or location?

Have you heard of e-platform which provide all information of related to available sports venue and facilities near your city or location?

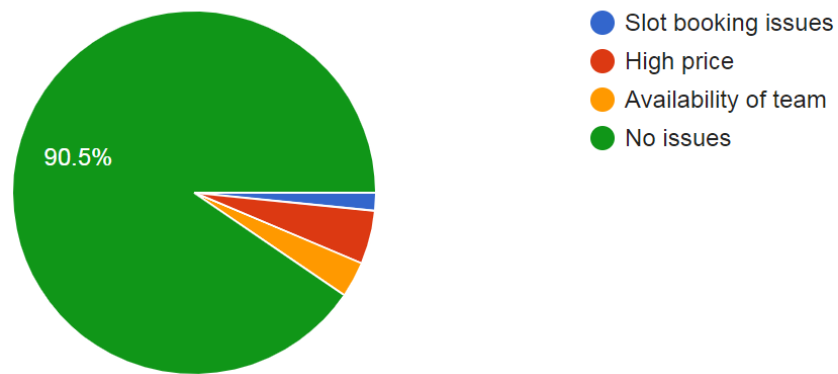
66 responses



THE DIFFICULTIES WHICH I FACE WHILE USING E-PLATFORMS FOR OUTDOOR SPORTS ARE.

The difficulties which I face while using e-platform for playing outdoor sports are.

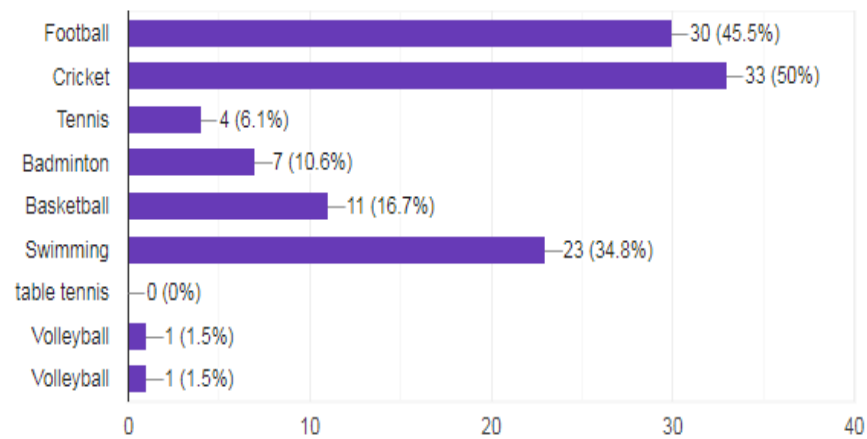
63 responses



WHICH ALL SPORTS ARE PLAYED BY RESPONDENTS

Which all sports you love to play

66 responses



CONCLUSION

After analysing the data we came to know about the pay and play market in jaipur, which not only has good choices of sports but also have distinguished users to avail those.

After pointing out all the recorded and collected data it came through that by looking at the venues which is supply side for the GW , there are immense number of it to invite GW at the pink city. And going over the collected data of users, we came to know that around 25% of the responses say that they are **regularly** playing the sport of their choice which then raises questions about their occupation and annual income, to which it is seen that those who had opted for working professional **rarely/ sometimes** came out to play due to lack of time, at the other end those who own a business or a student as well are more likely to use the venues on a **regular** basis. And by looking at the annual income chart we can say almost 30% of people lie from **11 lakhs to above 20 lakhs** category and 25% are visiting the venues almost **always**.

Moreover the analysis has also asked for suggestions over an e-platform for booking to which 40-50% has suggested in favour of it as most of the responses hasn't heard of any other platform which is a good sign for an application as there is not much competition currently.

LEARNINGS

This internship has given me many skill and knowledge about how to deal with customers and engage them so that we can have an effective result, how to manage time & complete the given task within a time period and the most important is thinking out of the box.

The greatest things that was learned during the internship was how a company could scale up its work at a new place and to do so what are the necessary checks that are done before. I also learned about preparing a questioner and what all questions are necessary to get the desired data.

REFERENCES

WEBSITES

- Buisnesstoday.in
- Economicstimes.com
- <https://www.gwsportsapp.in/>

SOFTWARES & TOOLS

- Microsoft Word
- Microsoft Excel
- Microsoft powerpoint
- Google Forms

APPENDICES

Age:

☐ Below 20 years

☐ 21-30 years

☐ 31-40 years

☐ 41-50 years

☐ 51- Above

Name *

Short answer text

Email-id *

Short answer text

Contact Number *

Short answer text

Occupation

☐ Student

☐ Working Professional

☐ Business

☐ Freelancer

Gender

☐ Male

☐ Female

Annual Income

- ☐ Below 5 lakhs
- ☐ 5-10 lakhs
- ☐ 11-15 lakhs
- ☐ 16-20 lakhs
- ☐ Above 20 lakh

Most of the time during holidays/ leisure/ Free time I enjoy?

- ☐ Watching movies & web series
- ☐ Chatting with friends
- ☐ Shopping
- ☐ Playing sports
- ☐ Working to manage your workload

Annual Income

- ☐ Below 5 lakhs
- ☐ 5-10 lakhs
- ☐ 11-15 lakhs
- ☐ 16-20 lakhs
- ☐ Above 20 lakh

Most of the time during holidays/ leisure/ Free time I enjoy?

- ☐ Watching movies & web series
- ☐ Chatting with friends
- ☐ Shopping
- ☐ Playing sports
- ☐ Working to manage your workload

Questions Responses Settings

Best part of my childhood memory which I enjoyed

- ☐ Going to schools
- ☐ Playing outdoors with friends
- ☐ Less of responsibility
- ☐ Participating in school activities

Which all sports you love to play

- ☐ Football
- ☐ Cricket
- ☐ Tennis
- ☐ Badminton
- ☐ Basketball
- ☐ Swimming

Questions Responses Settings

Rate your love for sports on a 5 point scale

- ☐ Dislike it
- ☐ like it somewhat
- ☐ Like it
- ☐ like it very much
- ☐ Love it and passionate for playing

I play sports because of the reason (choose one reason strongly felt by you)

- ☐ I love it
- ☐ Fitness
- ☐ Fun and recreation
- ☐ Connect with sports enthusiast

Questions Responses 66 Settings

How often you go out to play?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Very often
- ☐ Always

Play a sport on regular basis is difficult

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

I do not mind spending money to play sports for my interest and benefit

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Very often
- ☐ Always

Which of the following is the biggest challenge to keep continuing my sports

- ☐ Availability of time
- ☐ Cost
- ☐ Coach
- ☐ No Sports venue near my location

Questions Responses Settings

How do they come to know about the specific venues if you wish to play

☐ Internet search

☐ Consult and find through your network

☐ Connect with people playing sports

☐ Personal search

Have you heard of e-platform which provide all information of related to available sports venue and facilities near your city or location?

☐ No

☐ Yes

☐ If yes please name them_____

☐ Other...

Questions Responses Settings

☐ No

☐ Yes

☐ If yes please name them_____

☐ Other...

The difficulties which I face while using e-platform for playing outdoor sports are.

☐ Slot booking issues

☐ High price

☐ Availability of team

☐ No issues

What all changes should be done in the future to enhance the experience for venue booking?

Short answer text