

SUMMER INTERNSHIP PROJECT REPORT

On

**Tactics and tools of Promotional Analysis for
outperforming in the market**

By

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2020BBA101



Under the supervision of

Mr. Umamaheshwaram Mandi

(Submitted in partial fulfillment of the requirement for
BBA/B.com degree)

Institute of Management

JK Lakshmipat University, Jaipur

(2021)

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 **Arihant Jain** (Industry mentor) & **Umamaheshwaram Mandi** (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.

Samriddhi Tripathi

2020BBA101

Institute of Management



11th Aug 2021

This is to certify that Ms. Samriddhi Tripathi has successfully completed summer internship program under the guidance of Arihant Jain.

The duration of this project was from 15th May 2021 to 15th Jul 2021.

The internship on evaluation fulfils all the stated criteria and findings are her original work. I hereby certify her work excellent to the best of my knowledge.

Arihant Jain

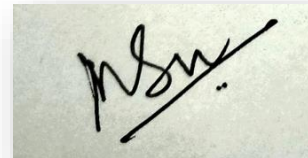
Best Regards,

Arihant Jain
CEO- AIC
JKLU



CERTIFICATE

It is certified that the Summer Internship Report titled **Tactics and tools of Promotional Analysis for outperforming in the market** submitted by **Samriddhi Tripathi** is an original piece of research work carried out by the candidate under my supervision.

A handwritten signature in black ink on a light-colored rectangular piece of paper. The signature is stylized, appearing to be 'U. Mandi' with a long horizontal stroke extending from the end.

Signature of the Faculty Guide
(**Umamaheshwaram Mandi**)

ACKNOWLEDGEMENT

This project report bears the imprint of those who had rendered their wholehearted support and encouragement without whose help this effort of mine would be in vain. I express my deep sense of gratitude and sincere thanks to my project guide **Mr. Umamaheshwaram Mandi** for his directions, suggestion and information provided which were of utmost importance for the successful completion of the project.

I present sincere thanks to **Mr. Arihant Jain** who allowed me to collect the data and helped in organizing it in a better manner. I would also like to thank the whole Admission Team for their wonderful support & inspirable guidance.

Sincerely,

Samriddhi Tripathi

2020BBA101

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Project Summary

- Promoting is a key element in communicating the benefits of products once they are researched and developed. Effective marketing and promotion strategies drive the long-term success, customer development and profitability for companies.
- This report covers most of the promotional tools & techniques so that company can meet out unique value promotional tactics and tools for the Optright. The main objective is to identify all the promotional tools & techniques and survey to understand students' needs and wants.
- In this report, the author has included the organization's overview as well as the responsibilities author has been given to handle. 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 and Company Overview

Industry Overview

The Educational Services Industry is composed of establishments that provide instruction and training on a wide variety of subjects.

These institutions, including schools, colleges, universities, and training centres which are either privately or publicly owned. Private institutions may be further classified as "for-profit" or "not-for-profit". There is a growth element to this industry. Education companies are reporting a trend of rising demand from working adults. More and more employers are requiring college degrees for a greater range of jobs. Enrolment rates are tracking higher at most schools. To an 18-year-old, thinking about the future, or a 30-year-old without a college degree, looking for a career boost, diplomas are becoming the standard rather than the exception.

Major Points:

- Educational services are the **second largest industry**, accounting for about **13.5 million** jobs in 2008.
- Most teaching positions, which constitute nearly half of all educational services jobs, require at least a bachelor's degree, and some require a master's or doctoral degree.
- Retirements in several education professions will create many job openings in this service sector.

Company Overview

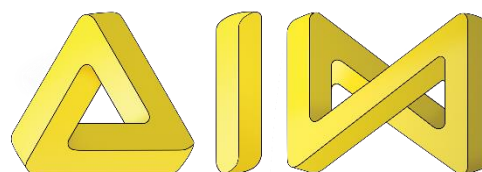
Optright (AIC-JKLU)

Atal Innovation Mission (AIM): It is a Government of India endeavour to promote the culture of innovation and entrepreneurship, driven by **Niti Aayog**. AIM supports the establishment of new incubation centres called **Atal Incubation Centres**. JK Lakshmipat University was selected as Atal Incubation Centre- JKLU (AIC- JKLU), for turning the vision of Atal Innovation Mission into reality. The institute was one of the ten selections out of the 3658 first round applicants. AIC- JKLU is one of a kind academia-industry- government partnership, driven by Atal Innovation Mission to create high-class incubation facilities with suitable infrastructure in terms of capital equipment and operating facilities.

It is coupled with the availability of sector-wise experts for **mentoring the start-ups** so that **these start-up businesses** can become successful entrepreneurs and enterprises.



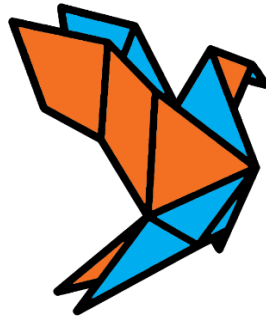
Supported By



ATAL INNOVATION MISSION

Atal Incubation Centre (AIC) is an initiative of Atal Innovation Mission, NITI Aayog to promote a culture of **innovation and entrepreneurship**. The AIC serves as a platform for nurturing

innovative ideas, promoting entrepreneurship, supporting innovators, mentoring youth in general and women. AIC envisions fostering an entrepreneur-friendly culture around academics & research through its state-of-the-art incubation centre, seed funding for entrepreneurs and a dedicated mentoring program.



AIC-JKLU

Industries = Program Development

Company size = 1-10 employees

Headquarters = Jaipur, RAJASTHAN

Type = Educational Institution

Founded = 2018

Specialties = Mentoring, Incubator Support, Co-working Space, and Start-up Support

Optright is an initiative by AIC-JKLU. It is a technology **education portal** or unique universities discovery platform, which connects education seekers with education providers, at the same time offering information about colleges, courses, entrance exam details, admission notifications, and changes in exam pattern, scholarships, and all related topics.

It helps in keeping pace with today's evolving marketing demands using marketing strategies, data, and technologies.

- Optright have been a part of marketing team for some of the leading education brands in the industry.
- Successfully delivered enrolment for UG, PG programs & certification programs.



Optright tagline: *Choose right with Optright*

Methodology

Reports are prepared based on either one or both categories of data. This report is based on the study of data and information collected **secondary sources**. It helped me to make the report more **relevant and attractive**.

Based on the quantitative research, this report is based on descriptive business reach that allows us to collect and describe the demographic segment's nature.

In this report primary data is used on large scale and secondary data is used on a small scale.

The sources of secondary data are: -

- Company website
- Internal links

SURVEY DATA ANALYSIS & INTERPRETATION

JOBS AND RESPONSIBILITIES

The duties of sales and marketing intern are demonstrating products and services as deemed necessary by clients and management. Answer questions from clients. Make product knowledge readily available to self and other salespeople through various resources. The roles and responsibilities as a sales & marketing intern were not limited to make promotion strategies and sell the product but also to know how their customers are responding about their product.

PROMOTIONAL TOOLS & TECHNIQUES

PROMOTION AND PROMOTION MIX:

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

Promotion mix is the basic tools to accomplish an organization's communication objective.

- **Advertising.**
- **Public relations or publicity.**
- **Sales promotion.**
- **Direct marketing.**
- **Personal selling.**

Advertising:

Advertising is any paid form of **media communication**. This includes print ads in magazines, trade journals and newspapers, radio and TV announcements, Web-based visibility-building, and billboards. Advertising is a **non-personal** promotional activity because the seller has no direct contact with the potential customer during the communication process.

Sales Promotion:

This includes **freebies, contests, discounts, free services, passes, tickets** and so on, as distinct from advertising, publicity, and public relations. In-store demonstrations, displays, contests and price incentives (50% off, buy-one-get-one-free) are sales promotion techniques.

Public Relations:

PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public. These activities promote a positive image, generate publicity and foster goodwill with the intent of increasing sales. Generating favourable media coverage, hosting special events and sponsoring charitable campaigns are examples of public relations.

Direct Marketing:

A form of advertising aimed directly at target customers (usually in their homes or offices) that asks the receiver to act, such as ordering a product, clipping a coupon, phoning a toll-free number, or visiting a store. **Catalogues, coupon mailers and letters** are common forms of direct marketing.

Personal Selling:

One of the most effective ways of customer relationship is Personal Selling. Such selling works best when a **good working relationship** has been built up over a period of time. This can also be **expensive and time consuming** but is best for high value or premium products.

PUSH & PULL STRATEGY

An advertising **push strategy** refers to a situation when a vendor **advertises** its product to gain audience awareness, while the **pull strategy** implies the aims to **reach audiences** which have shown existing interest in the product or information about it.

The difference between "push" and "pull" marketing can also be identified by the way the company approaches the lead.

Optright Pull and Push Strategy:

Pull Strategy: Optright aims to create an educational portal that reaches to all. By increasing **the streams of information**, Optright wants to capture the market. It also wants to show information about almost every course in every stream including not so talked about paramedical, agriculture, veterinary sciences etc.

Push Strategy: Optright focus a lot on its advertisement and increasing the rate of reach through different **advertising platforms**.

Optright has a niche visitor base of students/parents seeking info about courses and colleges which makes it an attractive option for advertisers looking for some highly targeted advertising opportunities.

Apart from working directly with the advertisers to show relevant ads on their platform, Optright also **partners with**

ad-agencies like Google to display relevant contextual advertisements on their platform.

PURSUATION MIX:

Persuasion marketing applies what we know about **human psychology to develop techniques** to market products or services. It specifically applies to the promotion's aspect of the marketing mix, and builds on a **customer's impulsive behaviour** to lead them to purchase

In case of **Optright**, persuasion marketing includes how a **web page** is designed. Again, applying human psychology to web design—focusing on the part of the **decision-making process that's not consciously controlled**—elements such as layout, copy, and typography, combined with the right promotional messages, encourage website visitors to follow pre-planned pathways on the website, and take specific actions, rather than giving them free reign of choice in how they interact with the website.

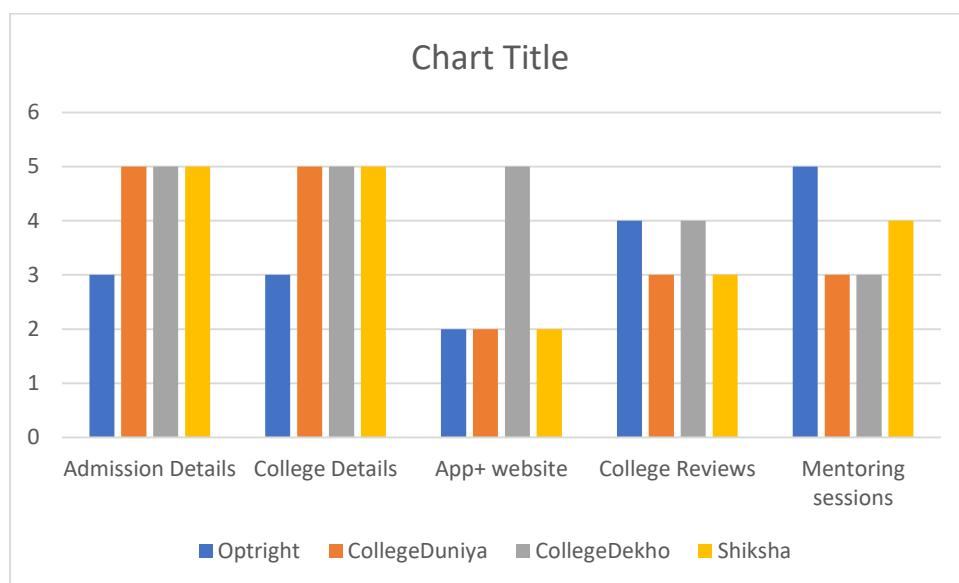
RED & BLUE OCEAN STRATEGY:

A **red ocean strategy** involves competing in industries that are currently in existence. This often requires **overcoming** an intense level of **competition** and can often involve the **commoditization of the industry** where companies are competing mainly on **price**. For this strategy, the key goals are to beat the competition and exploit existing demand.

This strategy is not appropriate for start-ups, as they do not have enough customer demands to help them successfully compete. Therefore, Optright has not used it.

A **blue ocean strategy** is based on creating **demand** that is **not currently in existence**, rather than fighting over it with other companies. You must keep in mind that there is a deeper potential of the marketplace that hasn't been explored yet. Most blue oceans are created from within red oceans by expanding existing industry boundaries. The key to a successful blue ocean strategy is finding the **right market opportunity and making the competition irrelevant**.

Upright blue ocean strategy:



✚ PORTER'S FIVE FORCES MODEL:

Porter's Five Forces is a model that identifies and analyses five **competitive forces** that shape every industry and helps determine an **industry's weaknesses and strengths**. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is named after **Harvard Business School professor, Michael E. Porter**.

Optright Five Force Model:

We've gone over the Five Forces of Porter's model that can raise the costs of Optright and make them less competitive. These include:

- The competitive intensity of a marketplace.
- The threat of new entrants into a market.
- Bargaining power of buyers, as well as those of suppliers.
- The possibility that a consumer will substitute away from your business to a competitor.



Competitive Analysis of Optright:

Optright Competitors are:

1. College Dekho

2. College Duniya
3. Shikshadotcom

Number of followers:

	Optright	Shiksha	CollegeDekho	CollegeDuniya
Facebook	0	406,375	826,454	321,909
Instagram	0	7,563	7,806	No specific account
LinkedIn	0	5,612	2,316	64,306
Twitter	0	1,865	584	8,097
YouTube	0	34.8k	Hidden	7.18k

Competitor in detail:

Shikshadotcom:

Content pegs:

- College Applications
- Entrance exam information
- Topical content
- Educational news of covid-19 period
- Expert videos
- College Comparison
- College Reviews



Takeaways:

- Tie-ups with different educational institutions and helps them to boost their admissions and arrange webinars for them. This helps Shiksha.com **advertise diversifiably**.
- They have been promoting updates of different **exams**.
- There is **no pattern** of contents.

CollegeDekho:

Content pegs:

- Topical content
- College admission
- content
- Different competitive
- exams information
- Expert videos
- College Comparison
- Covid-19 info



Takeaways:

- They have a unique student eye catching **content tonality**, which helps them going ahead.
- Tie-ups with different educational institutions and promote them by **advertising diversifiably**.

- They have been promoting updates of different entrance **exams**.
- They use **innovative approach**.

College Duniya:

Content pegs:

- Frequent expert webinars
- College admission content
- Different competitive exams information.
- Client testimonials
- Student talkies
- College Reviews Content



Takeaways:

- They act as **assistance** and try to provide support in **expert advice** in all possible ways, through frequent webinars.
- Tie-ups with different educational institutions and promote them.
- They use **innovative approach** of showcasing client testimonials, student, and alumni reviews.

Result of Competitive Analysis:

New age student demands:

1. Platform that will be provide **complete information** they are looking for, **without** much complexity.
2. Assistance of **certified experts** that will help them in choosing the appropriate career choices.
3. **Authenticity of information** and clarity of matching their needs and wants with right choice.
4. **Easy to communicate with user friendly innovative content tonality.**

Optright Strategy based on this Competitive Analysis:

- To create a platform that act as a **guidance platform** to make the student future ready by providing all possible information.
- **Innovative and set tonality** with eye catching capacity.
- Act as an assistant, more than just a marketing platform.
Authenticity is our prime importance.



CONCLUSION

- After pointing out all **tactics and tools of Promotional Analysis for outperforming in the market**, what I have come through is that company should focus on developing

the best possible **website** as it the main source from which our brand is promoted.

- Another thing **OPTRIGHT** can do is by broadcasting our **advertisement on OTT PLATFORMS**. It is a new channel where there are huge numbers of youth and can act as a great platform to gain customers. So, we can make aware our customers about this channel and start promoting our brand their also.
- After analyzing the competitive pattern of educational portals, OPTRIGHT should divert their focus from **MORE ADMISSIONS to ASSISTANT PLATFORM**. It is all about providing guidance for selecting any career path, with full authenticity.
- 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 to **accomplish the task effectively**, how to make best use of internet, how to use different tools to gain efficiency.

REFERENCES

WEBSITES

- ❖ <https://www.aicjklu.in/>

BOOKS

- ❖ Principles of Marketing (Kotler, Armstrong, Agnihotri, Haque) [Pearson]
- ❖ Advertising & Promotion (Belch, Belch, Purani) [Mc Graw Hill]

SOFTWARE & TOOLS

- ❖ Google Forms
- ❖ Microsoft Office
- ❖ LinkedIn