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Date: 28-03-2018

Certificate

This is to certify that Ms. Farah Iqbal (USN: 1AY16MBA19) studying MBA in Acharya Institute of Technology, has completed the project on **Effectiveness of promotional strategies** on sales in our organization from 15th January 2018 to 24th March 2018. During this period, she has shown keen interest to understand the various functions of our organization.

We are impressed by the approach of the student and wish her all the best for her future endeavors.



Ramyashree S

Head - Human Resource

BIZOTIC TALENT SOLUTIONS PVT. LTD.





ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/05/2018

CERTIFICATE

This is to certify that **Ms. Farah Iqbal** bearing USN **1AY16MBA19** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **“A Study on Effectiveness of Promotional Strategies” At Bizotic Talent Solutions Pvt. Ltd, Bangalore** is prepared by her under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
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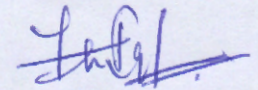
Signature of Principal

ACHARYA

DECLARATION

I **Farah Iqbal**, hereby declare that the Project report entitled A case study on Effectiveness of Promotional Schemes at Bangalore prepared by me under the guidance of **DrNijaguna G**,HOD of M.B.A Department Acharya Institute of Technology and external assistance by **Mr. Srujan** also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of 10 weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date: 16/04/2018


Farah Iqbal

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without the mention of the people who have made it possible whose constant guidance and encouragement served as a beacon of life and crowned my efforts with success.

I wish to pledge and reward my deep sense of gratitude for all those who have made this project come alive.

My sincere thanks to **Dr. S.C Pilli** Pricipal, Acharya Institute of Technology, Bangalore for the academic support given for pursuing this project.

There is not enough word to offer my thanks **to** my internal guide **Dr. Nijaguna.G** , who also happens to be the Head of Department of MBA, AIT Bangalore for his help in initiating the project report in advance for the regular motivation.

I would like to thank the Manager **Mr. Srujan** (External Guide) for allowing me to undertake this project work at BIZOTIC TALENT SOLUTIONS PVT. LTD. Last but not the least; I would like to thank all the employees of BIZOTIC TALENT SOLUTIONS PVT. LTD, Bangalore for their immense support and cooperation given to me during working on this project.

Place: Bangalore

Date: 17/05/2018

FARAH IQBAL

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Executive Summary

This study was conducted for the period of 10 weeks from January 15th to March 24th 2018 at Bizotic Talent Solutions Pvt Ltd by taking “Effectiveness of promotional strategies” as subject. As discussed with each student, internal guide and external guide to work on this examination. Sincere efforts were put to study about the promotional strategies and have got proper reaction and recommendations from the organization side and also from students.

The research was conducted to know the most effective tool for the company to increase its sales and revenue. Research was done taking 120 respondents as sample. Research method used was descriptive research to fulfil the objectives of research. Simple random method was used as sampling technique.

By this study we can get to know that the students are happy and satisfied with services offered by Bizotic. Bizotic has made it so easy for its students to access its website, it has provided various options for Training and getting more enhanced literal skill in various domains. Students can get solution for their queries through direct contact with Bizotic executives. But the organization has to set proper strategies to gain more Students and implement innovative methods to attract and satisfy its students.

CHAPTER 1

1.INTRODUCTION

Introduction about the Project

The project conducted at Bizotic Talent Solutions Pvt Ltd was centered on the study of effectiveness of promotional strategies on the overall output/sales of the company. The study concentrates on analysing the necessities of the education field and the company thereby knowing the requirements and expectations of students to maximize sales and profits. The present business situation has cut-throat competition, Students are more likely to get attracted where there are offering quality at low cost along with wide variety of options that could help the students in various aspects to reach ahead of others.

Attracting Students or increasing the Sales promotion, which is the key component of promotional mix, is being utilized broadly by respective competitors in the field to maintain the upper hand in market in turn maximizes the sales by empowering the Students with quality at low cost. Sales promotion activities can be exercised to target different parties in the marketing channel. Attitude of students are not easy to predict this is the explanation behind the development of a different research zone of study since late circumstances. The Study has been conducted on effectiveness of promotional strategies.

Topic Chosen for Study

“A study on effectiveness of promotional strategies on sales and marketing with reference to Bizotic Talent Solutions Pvt Ltd.”

Need for the study

The research was done in order to know the usefulness of promotions on the sales of the company. Education industry has set a new trend in inside and outside the company, business to business, local and global markets.

Promotions are made by the company to spread awareness in minds of people about the products and services offered. When promotions are done properly, it is an effective tool for business to showcase its products and services and target right requirements of students with

respect to their requirement. The company should have strong foundation with respect to its quality, products or services offered along with its cost that they would be offering to the students, based on this the promotional activities could be made on an advanced level.

Research objectives

- To find out the promotional strategies launched by “Bizotic” in the recent past.
- Awareness level amongst the students about these promotional strategies
- Right promotional approach should reach the right requirement of the students
- Effectiveness in terms of increase in sale output due to promotional campaigns.

Scope of the study

This research helped to discover the effectiveness of promotional activities and its impact on the sales output of the company. The research was conducted in Bizotic Talent Pvt Ltd ,Bangalore. The required information was collected from 120 students who had utilised the services offered by Bizotic Talent. The gathered information can be utilized by the company for its improvement.

Methodology

The review is illustrative in nature and in light of fundamental and assistant data. Discretionary data is assembled from the unmistakable journals, web and periodicals. Fundamental data is gathered using Questionnaire. At the beginning a pilot examine has been made with a particular true objective to find the common sense and the importance of the review.

Research design

DESCRIPTIVE RESEARCH: It is reality finding examination which is away to depict the nature of individual, condition or a social occasion depicting the circumstance as it exists at present. The kind of research used is descriptive. The purpose of this investigation is to affirm arranged hypothesis that implies the present condition with a particular true objective

to achieve customer satisfaction. Clear research is used in light of the fact that the investigation is essentially stresses with depicting the nature flow conditions.

Sampling Design

-Sampling method: Simple Random Sampling

-Sampling unit: The students who underwent Training at Bizotic

-Sampling size:120 students were taken for the survey.

Data Sources

Primary Data

The essential information for the review was gathered by method sampling by using organized questionnaire and willbe distributed personally to 120 students to get their reactions.

Secondary Data

The secondary data was gathered from company websites,internet,books and journals.

Design of Questionnaire

The questionnaire was framed to gather the primary data to view with the objectives of the research. It contains closed ended questions for the comfort of respondents.

Research Hypothesis

- Null Hypothesis: There is no association between satisfaction and opinion about promotional activities conducted by Bizotic.
- Alternate Hypothesis: There is association between satisfaction and opinion about promotional activities by Bizotic.

REVIEW OF LITERATURE

Gul Panag (1986) directed an investigation on Effectiveness of the Promotional procedures Program. The fundamental goals of study were: (1) To consider the real position of assets, (2) Existing conditions, (3) Working state of Promotional procedures program, (4) To think about the subjective and quantitative attributes of the program's finished result, (5) To contemplate assessments in regards to quality and adequacy of existing conditions.

SomDas(1986) led a basic investigation of Promotional systems at auxiliary level in Tamil Nadu. The targets of the examination were: (1) To lead a review of Promotional procedures at optional level to influence a basic evaluation of the Education to program in Tamil Nadu, at its operational set-up, (2)To report quickly on the chronicled foundation, (3)To report a similar investigation of the contemporary Promotional methodologies program at auxiliary level in cutting edge nations abroad, with reference to that in India and in Tamil Nadu, (4)To find the distinctions in the framework here, assuming any and recommend cures. The information was gathered from every one of the universities of training in Tamil Nadu through an exhaustive survey, which gathered information with respect to the utilitarian parts of Promotional techniques.

Konkana (1975) considered the Secondary Education Curriculum as An Analytical Study and Developing Promotional techniques Program. The targets of the examination were: (1) to investigate existing educational modules of different agent colleges of four distinct locales of the country, (2) to consider the normal and remarkable parts of auxiliary Promotional procedures program logically, (3) to know the progressions that were normal in STEP,

Subhra Das (1980) led an examination an Investigation into the Development of Promotional procedures Program in Orissa with reference to Motivation, Cost Structure and Quality. The targets of the request were: (1) to think about the elements that roused the specialists to set up private preparing schools, (2) to examine the elements that incited the students to seek after Education course, (3) to discover the wellsprings of back, private expenses and unit cost of the Education program and (4) to decide the nature of Education program.

Clear measurable methods were utilized for information examination. The discoveries of the investigation were: The private preparing universities were set up for the most part with

business thought processes and parochial sentiments. Lacking physical offices, inadequate educators, low quality of students, unacceptable work on instructing and undue development of preparing schools was reflected in the poor status of instructor preparing universities programs in the state.

Leo (1981) contemplated the Practical Program other than Practice Teaching in Promotional techniques Institutions. The targets of the investigation were:(1) to consider the part of down to earth work (close to work on instructing) in an auxiliary Promotional techniques program, (2) to study the nature and kind of commonsense work (other than work on instructing) in optional showing training foundations in Delhi, (3) to ponder how these projects of pragmatic function were really actualized, (4) to study the impression of understudy instructors about the destinations to be accomplished and (5) the explanations behind non-satisfaction to the attractive degree

The National Scheme on Education (1986) expects a considerable measure from educators by putting huge confidence and obligation on them, since it strikingly opined, "No individuals can transcend the level of its instructors." It additionally expressed, "Status of the educator mirrors the sociocultural ethos of a general public."

Seethvi (1989) led a review of Secondary Promotional techniques of ISEC, Bangalore. This was a status investigation of organizations of instructor preparing at auxiliary level and the status of educator instructors working there in the „institutional“ status as far as physical offices, confirmation system and fund „individual“ status of educator teachers as far as individual, social, financial and proficient status were explored. The examination secured educator preparing organizations and staff working there which went under the domain of Bangalore University.

Rajshekhar (1988) revealed that Fiscal issues confronting advanced education, the pattern toward private responsibility for and cooperation in institutional issues, and political and money related outcomes are examined. Private part help and impact, arrangement issues in the push for remote understudy enrolments, and the progressions happening inside organization structures are inspected.

Wedha Rao (1986) discussed on instructive change in Japan, the administration's variant of free decision would prompt corporate greed and privatization of training and a significantly more focused framework making technocratic elites. Interestingly, the Japan Teachers' Union has proposed changes in view of the general population's entitlement to equity in instruction.

Kabir Bhatia (1986) assessed new Curriculum in the schools of instruction associated to the University of Bombay. The primary targets were: (1) to ponder the significance of the themes in the overhauled educational modules, (2) to consider the importance of work on showing program, (3) to contemplate the adequacy of the assessment conspire in the new Education Curriculum, (4) to propose changes. The examination utilized the regularizing and illustrative review strategy.

Manas(1987) endeavored to assess the educator training system of Agra University. The targets of the examination were: (1) to quantify states of mind, qualities and modification of Education. understudies in the start of the focuses against the state of mind of understudy instructors towards showing calling in the start of the session, The discoveries of the examination were: (1) there was low and critical relationship between's the determination focuses and the educator demeanor scores of the understudy educators in the start of the session, (2) there was a positive pattern of entomb connections between's disposition, alteration and qualities, (3) The relationship between's educator mentality and modification and instructor change and educator esteems was low and not noteworthy

Swmaynathan (1982) directed an investigation of the advancement of instruments for supervision and assessment of understudy instructing and commonsense work in universities of training. The targets of the examination were: (I) To recognize exercises under understudy instructing and other commonsense work which may be basic in the Education. educational modules on account of most colleges in the nation, (ii) to create apparatuses for the appraisal of every one of these exercises under understudy instructing and other down to earth work recommended in the courses being keep running around then by different colleges and .The discoveries worried on (1) the need of creating basic devices for evaluation of exercises under understudy instructing and other functional work for all colleges in the nation. (2) Common zones in which the apparatuses were required to be created were exercise arranging, supervision/assessment of real instructing by understudy educators, co-curricular exercises, SUPW, and group work emerging out of hypothesis papers, including assignments.

Rana Devi (1989) examined the nature of imminent instructors and the determination strategy by and by for admission to the Education. course in Orissa. The destinations of the investigation were: (1) To contemplate the nature of imminent educators as far as their demeanors towards the showing calling and towards youngsters, and their esteem design, psychological well-being and financial foundation, and (2) to think about the determination techniques by and by for admission to the Education. course in Orissa. The finding of the examination were: (1) It was discovered that there were 70% quality selects according to the initial three factors, i.e. inspiration to join Education. course, demeanor towards the school showing calling and disposition towards kids, (2) there were roughly half quality selects according to the following two factors of identity, in particular, social qualities and emotional well-being, and 57% of value initiates as per the financial status variable

Bahadur Shah (1985) made an endeavor to build up an instrument for assessing the instructor instructors showing M.Ed class at the Department of Education in Gujarat University in order to enhance the working of the office overall. The destinations of the examination were to advance a unique assessment device for instructor teachers, particularly the individuals who educate and control papers at the M.Ed level. The discoveries of the examination were: (1) So far as the Education Department of Gujarat University, Ahmadabad, was concerned, the most elevated mean score (arranged by justify) of the main rank instructor having a place with the division was 15.32, the second rank-arrange educator's mean score was 25.16, and the last mean score securing the fourteenth rank was 76.25, (2) it was discovered that the announcement (. (3) great characteristics that were over and again said were: 'orderly introduction', 'reliable', 'a capable educator, 'dependably comes wellprepared', 'a la mode data gave'; while the terrible characteristics described regularly were: 'loses temper every so often', 'talks quick and rehashes a similar point much of the time', 'numerous a period manages notes just', 'has just the same old thing new to offer' (if past notes in his subject were secured, there was no compelling reason to go to his addresses.

Iffath (1986) investigated the connection between elements of showing bent and educator conduct parts which may uncover perceptions accommodating to teachereducators. The destinations of the examination were: (I) To investigate the classroom verbal conduct of understudy educators through Flanders method, (ii) to see whether there is any connection between instructor conduct and showing fitness, (iii) to think about the connection between different bent variables and diverse parts of classroom conduct

Tagire (1987) endeavored to contemplate the connection between innovativeness, comical inclination and self-idea among secure and uncertain female instructor - learners. The destinations of the investigation were: (1) to discover the connection between the inventiveness of educator students with those factors like comical inclination, self-idea, and feeling of security, and (2) to think about the associations among every one of these factors. The discoveries of study were: (1) Creativity was emphatically identified with comical inclination and self-idea, yet not identified with feeling of security of the educator learners; (2) self-idea was decidedly identified with feeling of security of the instructor students. There was a connection among every those variable.

Sur Das (1984) endeavored to think about the impact of smaller scale showing approach on the conduct adjustment of understudy instructors of Gorakhpur University. The targets of the examination were: (I) To survey the change of conduct of student instructors of science through the small scale showing methodology, and (ii) to contemplate the state of mind of understudy educators towards the miniaturized scale educating approach. The discoveries of study were: (1) The abilities of presenting an exercise and addressing, testing inquiries and experimentation, - every aptitude having 10 understudy educators, were noteworthy, which implied that in the wake of getting input these instructors changed their practices towards educating amid miniaturized scale instructing, (2) the expertise of support and expanding students' cooperation, in any case, was not huge at any level, (3) there was an astounding change in the conduct of student educators of science on the aptitude of experimentation.

DanduMadhukar (1988) endeavored to contemplate the effect of Promotional techniques program of Lucknow college on student instructors disposition and educating proficiency. The goals of the investigation were: (1) to discover the adjustment in educator states of mind, instructor fitness and showing proficiency of Education. understudies after the fulfillment of preparing, (2) to think about the instructor disposition, educator bent and showing productivity of Education. understudies in regard of sex contrast, distinctive showing subjects, diverse scholastic capabilities and distinctive showing encounters, The discoveries of study were: (1) Most of the learner bunches changed their educator demeanor emphatically and essentially in the wake of preparing, (2) the accomplished male students did not demonstrate any adjustment in their instructor disposition, (3) there was no huge change in the instructor bent of the male postgraduate studentteachers and the accomplished female students because of the preparation.

Naik (1980) considered the training program for country improvement in Thailand. This investigation was intended to assess the venture 'Promotional methodologies Program for Rural Development' propelled by the Ministry of Education. The real discoveries of study were: (1) The dominant part (61.5%) of the respondents found the substance matter of TERD very important; different work force had the required instructive capabilities, yet needed introduction, experience and ability in completing the exercises; absence of physical offices additionally prevented execution, (2) the TERD venture was instrumental in realizing country improvement as the concerned schools wound up known as group focuses, (3) villagers picked up certainty, social mindfulness and a longing for change.

Bhateja (1988) researched the issues of Promotional procedures programs attempted by private offices in Orissa at the school level, and made recommendations to the specialists in regards to subjective enhancements with respect to curricular and in addition co-curricular exercises and different offices. The destinations of the examination were: (1) To explore the essential issues of private instructors' preparation universities, (2) to break down the issue from the authoritative and managerial perspectives, (3) to make proposals to the specialists and educationists for the change of the foundations with respect to curricular and cocurricular projects and offices

CHAPTER 2

INDUSTRY PROFILE

Introduction

India holds a basic place in the overall direction industry. The country has more than 1.5 million schools with in excess of 320 million understudies chose and around 820 universities and 35,500 colleges. India has one of the greatest propelled training structures on the planet. Around 45.8 million understudies were chosen in cutting edge instruction in India in the midst of 2016-17. In any case, there is still a lot of potential for energize headway in the direction system

India has transformed into the second greatest market for e-learning after the US. The part is starting at now pegged at US\$ 2 billion and is depended upon to accomplish US\$ 5.7 billion by 2020. The partition guideline publicize in India is depended upon to create at a Compound Annual Growth Rate (CAGR) of around 11 for each cent# in the midst of 2016-2020. What's more, the purpose of the organization to raise its present gross enrolment extent to 30 for each penny by 2020 will similarly bolster the improvement of the partition preparing in India.

Market Size

The direction fragment in India is prepared to witness critical improvement in the years to come as India will have world's greatest tertiary-age people and second greatest graduate capacity pipeline comprehensive before the complete of 2020. The direction publicize in India is starting at now regarded at 100 billion and is depended upon to just about twofold to 180 billion by 2020. Currently, the school parcel is regarded at 52 billion and contributes 52 for each penny to the preparation showcase in India, propelled training contributes 15 for every penny of the market appraise, course book, e-learning and joined organizations contribute 28 for every penny and expert guideline in amassing and organizations . Propelled instruction structure in India has encountered speedy improvement. Starting at now, India's propelled instruction structure is the greatest on the planet.

Speculation/Recent improvements.

The instruction and preparing division in India has seen some real speculations and improvements in the current past.

Some of them are:

- The Indian Institute of Technology, Delhi has been situated 145 in the Global University Employability Ranking 2017, in light of shrinking by top associations.
- India has assented to a propel game plan with World Bank under 'Aptitudes Acquisition and Knowledge Awareness for Livelihood Promotion' (SANKALP) Project to enhance institutional instruments for capacities change.
- Singapore will open its first mastery headway center in Assam, which will give proficient getting ready to youth in the zone.
- Dabur India Ltd has opened a capacity headway group for women in Dhekidol town in the region of Assam that will outfit natural women with improved business and free work openings.

Limited time Strategies by the Government:

A portion of the other real activities taken by the Government of India are:

- The allocation for school guideline under the Union Budget 2018-19 is depended upon to increase by 14 for each penny, to base on enlivening existing systems and quality change.
- The domain of Uttar Pradesh is set to have around 5,000 state government-run English mid-range review schools which are depended upon to start working from the accompanying academic year, communicated Ms Anupama Jaiswal, Minister of State for Basic Education, Government of Uttar Pradesh.
- In ask for to help the Skill India Mission, two new systems, Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) and Skill Strengthening for Industrial Value Enhancement (STRIVE), have been embraced by the Cabinet Committee on Economic Affairs (CCEA), Government of India, with a cost of Rs 50000 crore (US\$ 1.02 billion) and will be maintained by the World Bank.
- India's first Pradhan Mantri Kaushal Kendra (PMKK) for Skilling in Smart Cities has been presented by the Ministry of Skill Development and Entrepreneurship, Government of Indian association with New Delhi Municipal Council (NDMC) with the inspiration driving extending the pace of skilling through joint exertion.

Key Drivers of Promoting Indian Education

Demand and Supply Drivers of the Education Industry

The request drivers of the instruction division include:

- Household extra cash.
- Cost of instruction.
- Opportunity cost of instruction (training versus work).
- Cultural factors (supposition on training of young ladies).
- Role of government to support training.

The supply drivers of the business include:

- Availability of work constrain (educators and directors).
- Government financing (to set up reasonable instruction focuses)
- Changes in social standpoint

Seven Trends that greatly affects Education

•**Preparing directors are being pressed for straightforwardness:** Associations need to wind up more open about their methodologies and practices, and the T&D work is no unique case. This suggests laborers will expect more essential responsiveness from heads about execution review criteria, changes in corporate framework, proficient achievement openings, high potential program decision and even organization movement.

•**Instructing activities will draw more vital examination:** Teaching will continue being a key gadget in authority and organization change, yet there will be less boundless tickets to ride as affiliations would like to see clear accomplishment criteria as a part of any sense of duty regarding get veritable benefit for this kind of progression hypothesis.

•**Interest for basic capacities getting ready is depended upon to re-create:** In perspective of the withdraw and spending necessities, programs provided for making basic capacities habitually took a rearward sitting course of action to extremely drew in getting ready modules proposed to meet specific without further ado needs or crushing business challenges. Would like to see an energized enthusiasm for getting ready projects proposed to gather trades capacities, fundamental thinking, joint exertion and creative ability, which are altogether anticipated that would upgrade agent benefit.

•**Globalization will shape more organization programs:** While a couple of affiliations have long had an overall estimation in their organization progression exercises, most associations

find they should play compensate for lost time or lose ground in a relentlessly fused, forceful overall business focus.

•**Organizations will swing to getting ready to create specialist devotion:**With affiliations going up against more illustrative excitement and turnover, senior organization will swing to HR and T&D to build closer relationship with high-performing workers and to use progression as an approach to improve support and responsibility.

•**Specialists will be more certain about high-potential activities:**The path toward picking contender for high-potential activities up to right now has frequently been mindful and loose. The strategy is winding up more open, in any case, and enthusiastic individuals volunteer enthusiastically for any kind of organization headway promoting.

Education Research Experience

Business to Business(B2B)

Developing a differentiated offer at the optimum price for educational products and services.

This has included helping our clients with the development of:

- Course specification / syllabus testing
- Corporate education offerings
- Professional training courses
- Adapting existing courses to new geographical markets or modes of study (e.g. distance learning)

'Business to Consumer - B2C'

Business to customer (B2C) insinuates the trades drove particularly between an association and buyers who are the end-customers of its things or organizations. The business to purchaser as an arrangement of activity fluctuates through and through from the business-to-plan of activity, which suggests exchange between no less than two associations. While most associations that offer direct to clients can be suggested as B2C associations, the term ended up being massively renowned in the midst of the dotcom impact of the late 1990s, when it was used basically to imply online retailers, and furthermore unique associations that sold things and organizations to customers through the web.

C2C

C2C electronic business differs from a business-to-plan of activity or a business-to-purchaser show in light of the way that buyers associate particularly with each other. Nevertheless, a business works the online stage on which C2C trades happen. Normally, buyers can search in vain, anyway dealers at times need to pay a charge to list their things. Clients as often as possible accept a dynamic part in checking electronic business goals for traps and other uncivilized substance.

The C2C show includes cut down costs and higher advantages for buyers and merchants. Merchants can store stock in a home office, and it costs less to promote and scatter things than in a customary business-to-client illustrate. Both new and used items are sold through C2C electronic business, and less go between are locked in with the trades. Advances in advancement and basic section to the Internet have in like manner made it workable for a creating number of individuals to dispatch C2C electronic business associations.

C2B (or buyer to-business)

A C2B (or buyer to-business) website is the inverse most by far of us are accustomed with (business-to-customer, or B2C) when we log online to make a purchase. We generally expect a substantial gathering of online business locales offering piles of things and organizations that we can investigate, add to our truck, and after that take a gander at and envision transport to our home.

Challenges for promotional strategies in education sector:

1. The present educational programs in administration instruction does not show understudies in confronting the difficulties in business condition.
2. Step by step instructions to oversee vulnerability and many-sided quality are not educated in business colleges.
3. It simply educates the ideas with contextual investigations.
4. It doesn't center around the difficulties emerging out of fast developing innovation and the difficulties associated with running an undertaking.
5. Sadly, the best ability is going to industry where pay rates are lucrative.
6. The individuals who come to scholastic zone are the ones who couldn't be caught up in the business or the individuals who result in these present circumstances calling by possibility or the individuals who picked this vocation out of energy.

Future standpoint

- **Diverse time and place:** Understudies will have more chances to learn at various circumstances in better places. eLearning devices encourage open doors for remote, self-managed learning. Classrooms will be flipped, which implies the hypothetical part is found out outside the classroom, while the down to earth part should be instructed eye to eye, intuitively.
- **Personalized learning:** Understudies will learn with contemplate gadgets that change in accordance with the limits of an understudy. This suggests superior to anything expected understudies ought to be tried with harder assignments and request when a particular level is refined. Understudies who experience issues with a subject will find the opportunity to practice more until the point when the moment that they accomplish the required level.
- **Free decision:** In spite of the fact that each subject that is shown goes for a similar goal, the street driving towards that goal can shift per understudy. Thus to the customized learning knowledge, understudies will have the capacity to adjust their learning procedure with instruments they feel are essential for them. Understudies will learn with various gadgets, distinctive projects and procedures in light of their own inclination. Mixed learning, flipped classrooms and BYOD (Bring Your Own Device) frame critical phrasing inside this change. .
- **Field experience:** Since innovation can encourage more proficiency in specific spaces, educational module will account for aptitudes that exclusively require human learning and vis-à-vis cooperation. In this manner, involvement in 'the field' will be accentuated inside courses. Schools will give more chances to understudies to acquire true abilities that are illustrative to their employments. This implies educational program will make more space for understudies to satisfy temporary positions, tutoring undertakings and joint effort ventures (e.g.).
- **Data elucidation:** Despite the fact that science is viewed as one of three proficiencies, it is in actuality that the manual piece of this education will wind up immaterial sooner rather than later. PCs will soon deal with each factual examination, and portray and break down information and foresee future patterns. In this way, the human elucidation of these information will turn into a significantly more essential piece without bounds educational program. Applying the hypothetical information to

numbers, and utilizing human thinking to gather rationale and patterns from these information will turn into a crucial new part of this education.

- **Exams will change totally:**As courseware stages will evaluate understudies capacities at each progression, estimating their skills through Q&A may end up superfluous, or won't not get the job done. Numerous contend that exams are currently composed in such a way, that understudies pack their materials, and overlook the following day. Teachers stress that exams may not legitimately quantify what understudies ought to be equipped for when they enter their first occupation. As the verifiable information of an understudy can be estimated amid their learning procedure, the use of their insight is best tried when they chip away at ventures in the field.

COMPANY PROFILE

ABOUT BIZOTIC

They are an ability arrangements organization established and overseen by specialists from the business and also the scholarly community; with a joined preparing knowledge of more than 30 years. Their profound industry information learning forms and demonstrated conveyance abilities interestingly position them to enable associations to change over their learning ventures into business execution.

They trust that effective preparing depends to a great extent on the nature of the people including the training. Every coach at Bizotic Talent Solutions has a noteworthy profundity and expansiveness of fitting knowledge in their field of aptitude and a reputation of accomplishments. They use their broad system of topic specialists and give particularly custom fitted, financially savvy answers for their customers.

Over this, with the assistance of the item stack and appraisal stage, they give year-on-year commitment answers for their end clients understudies. With instructional courses, advance following apparatuses, and point by point test comes about, they can give them astute criticism to centered picking up sparing time and radically enhancing their execution and results

VISION: To make Bizotic Talent Solutions a dynamic, vibrant and value based organization in training and recruitment services.

MISSION: To consistently provide innovative high quality training and recruitment services.

Quality Policy

- Innovation
- Trustworthiness
- Excellence

Values

UNDERSTUDIES SATISFACTION: They are devoted to building an association with their understudies where they move toward becoming accomplices in satisfying their main goal. They endeavor to comprehend their understudies' needs and to convey the materials that satisfy and surpass their necessities.

RESPONSIBILITY REGARDING TOTAL QUALITY: They are focused on constant change of all exercises.

ADVANCEMENT AND CREATIVITY: They have faith in making progress toward change in each movement associated with their business by seeking after and empowering hazard taking, experimentation and learning at all levels inside the organization with a view to accomplishing brilliance and aggressiveness.

TRUST AND TEAM SPIRIT: They put stock in accomplishing agreement in work life through shared put stock in, co-task, a feeling of having a place. They will make progress toward building engaged groups to work towards accomplishing objectives.

REGARD FOR THE INDIVIDUAL: They esteem their kin. They will treat each other with poise and regard and make progress toward singular development and acknowledgment of everybody's maximum capacity.

INTERGRITY: They put stock in a promise to be straightforward, reliable, and reasonable in every one of their dealings. They will rehearse self-restraint and possess obligation regarding their activities.

Products and Services

In-House Training: We give different instructive preparing on most recent patterns and innovations for Engineering Students, Management Aspirants, IT Professionals, College Students, Working People. Our Training and Workshops are work situated and on request in Industry. We as of now have progressively that 30 Workshops on most recent and on request points including on specialized and non-specialized subject which will help them in getting great open doors in Industry as far as future viewpoints too help them in refreshing there information with the present situation

Web Services: We have some skill in site creation and progression, webpage change and web exhibiting, eCommerce, sight and sound game plans, programming headway, erp, consultancy and outsourcing. We construct web arrangements, which advance with the changing needs of your business

Robotics and Stem Education

E-Zone is an Electronic Zone for youthful hardware engineer's, designing understudies and specialist where they can get an assistance for their building ventures. Under E-Projects

understudy can arrange any electronic units and they can take in and plan from that pack for their Engineering Projects.

Workforce Development Program

Our FDPs make promising outcomes in the learning and demonstrating sharpens and endorses that instructors in K12 direction should go to FDP planning practices on general commence and that the degree of orchestrated FDPs should extend past the scholastics, to fuse social aptitudes basic for joint exertion, capable advancement and likewise organization, and expert limits.

English Language Program

Be it vocation or connections, the cruel truth in the present worldwide scene is that the fate of any individual is influenced emphatically by his correspondence expertise in English. The four noteworthy abilities of dialect picking up, tuning in, talking, perusing and composing give the correct key to progress.

Student Development Program

SDP is focused on forming understudies into worldwide residents and socially mindful leaders by connecting with them in lively, imaginative and animating co-curricular projects and offering significant assets and exhortation.

Content Development Program

We Custom make content for every venture. We prepare instructors to build up their own substance to educate their intended interest groups.

We construct the substance for them in time and exchange the duplicate ideal to them post venture. We guarantee you top quality, 100% duplicate right ensured, unique substance by us.

Area of Operation

Bizotic operational center in Bangalore:

Bangalore: 27, eighteenth Cross, JP Nagar sixth Phase, Bangalore-560078, Karnataka, India

Infrastructure Facility

Staff : It depicts to the amount and sorts of work force inside the organization and how organizations create representatives and represent primary qualities.

The staff of Bizotic Talent Solutions comprises of:

- a. Regional chief
- b. Sales chief
- c. Head of back

d. Head of task

In Bizotic Talent Solutions the welfare of the staff is cared for in the accompanying ways:

- General direct: approach worker with deference, nobility and graciousness.
- Privacy and secrecy: all data with respect to organization ought to be kept up in private way.
- Deal with merchant: manage seller who has values.

Style

This relates to the social style of the association, how enter chiefs carry on in accomplishing the organization's objectives, how supervisors all things considered invest their energy and consideration.

Structures

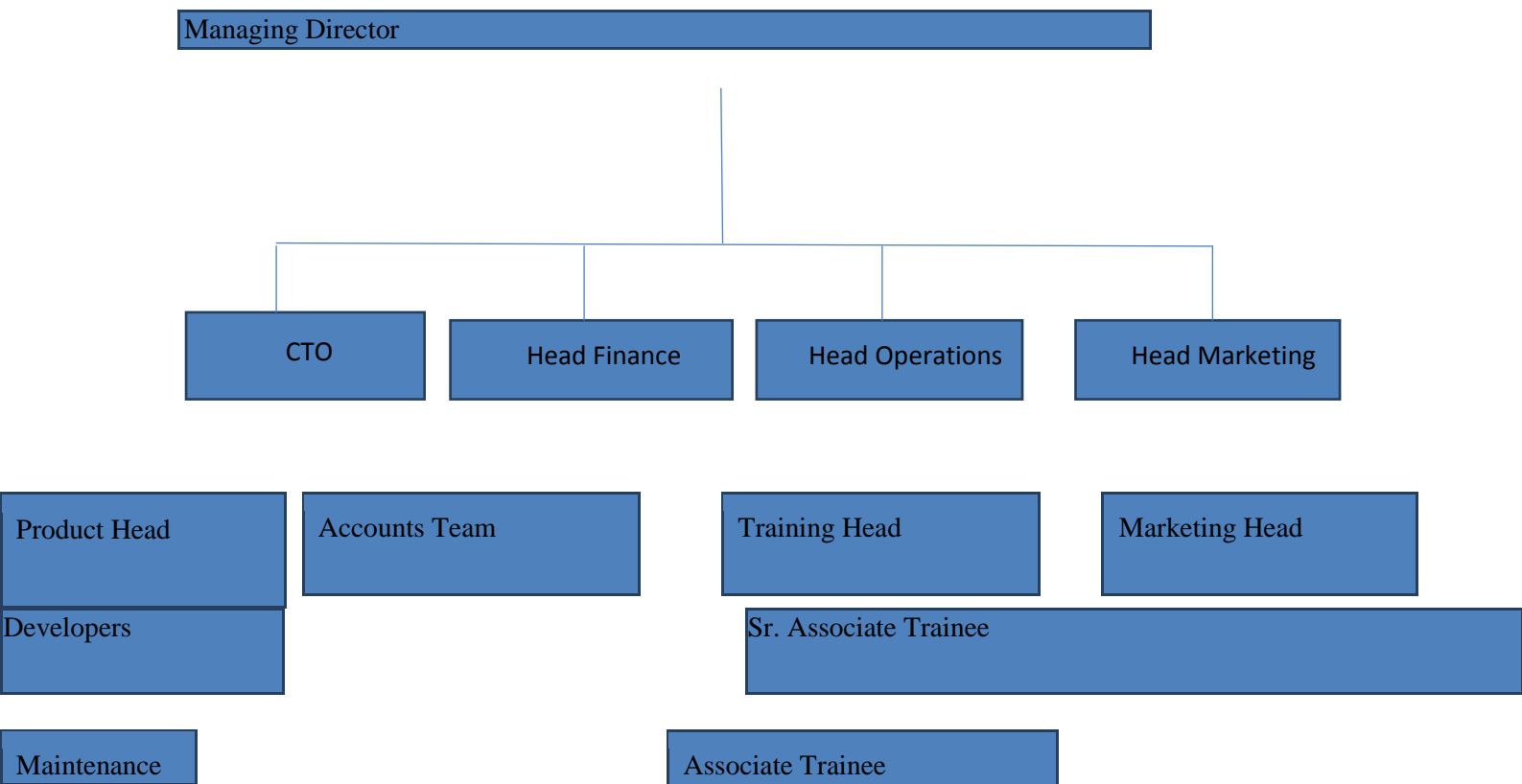
This implies the methodology and strategies for the association, which reveal business step by step activities and how decisions are made. Systems are the region of the firm that chooses how business is done and it should be the essential fixation for heads in the midst of legitimate change.

Competitors Information

- FACE is one of India's Largest Higher Education centered expertise advancement organization, taking into account understudies seeking after advanced education in schools/colleges and passage level selects in associations crosswise over different industry segments. FACE has developed a versatile plan of action which is one of its kind and has possessed the capacity to make sensational examples of overcoming adversity for its customers through the same. In a traverse of a long time since origin FACE has prepared in excess of 15,50,000 hopefuls crosswise over 1500+ instructive establishments, corporate associations and has developed as the market pioneer in the arrangement preparing industry.
- Established by a diverse gathering of technologists, educationists and social business people, iScholar, a supplier of on-request online training and learning administrations, looks to bring out social change through conveyance of reasonable, intuitive live learning encounters and by working together with topic specialists in enhancing quality instruction best practices.
- The iScholar Learning Platform, an on-request live mentoring stage, empowers whenever, anyplace community oriented learning open doors for understudies, experts and residents to learn in a close "face to face" encounter finish with altered examination, cooperations, appraisals and medicinal measures.

- PipalTree Education was established in the year 2010, is the pioneer in intervention programs that cater to schools and colleges in India. We have been delivering academic relevant, full time faculty development programs and communicative English language programs both for the schools and colleges at all levels. Our service model is unique which is a collaborative model, ensuring teachers and students to invigorate their experience of learning along with the knowledge and skills, PipalTree Education currently has active serving relationship with more that 125 plus institutions spanning schools and colleges across south India.
- InterNetworz:As professionals in Authorized Training and Certification in Bangalore, with more than 9 years in the business and a name that traverse over the global understudy group, INTER NETWORKZ, centers around giving quality instruction and top of the line preparing in Network Engineering and Information Security. Established as the lead community for Advanced Network Engineering and Research, under Covenant Network Technologies Pvt Ltd, we give here and now and long haul confirmation programs on the worldwide stages of Cisco, Microsoft, CompTIA, Checkpoint and Linux Technologies.

Organisation Structure



SWOT ANALYSIS

The **SWOT analysis** involves an in depth study of the strength and weakness of the provided organization and it also provides information to the promoter, consultant, other agencies and helps in long term viability of the project.

STRENGTH:

Qualities: The association has an exceptionally energetic actually talented staff. The staff incorporates senior expert who have post graduate capability in specialized, monetary, administration and different controls.

- 1.It has a solid and exceptionally all around created dispersion arrange.
- 2.Bizotic is in charge of preparing of extensive human asset.
- 3.Acting with trustworthiness, genuineness and with most extreme great confidence

4. Actively help with actualizing the organization's targets and making an association that is responsive, positive and driven by social needs.

5. The capacity of association to make or go into another market.

6. Versatility which implies the capacity to adjust to an evolving situation.

WEAKNESS

1. Little or no scope in extracurricular activities.

2. Inadequate collaboration among professional organization.

OPPORTUNITIES

1. Increasing rivalry brings about enhancing proficiency and quality.

2. New instruction changes has made training segment more lucrative.

3. Better usage of assets which in wording brings about viable efficiency.

THREATS

1. Competition from the respective industry.

2. High growth in Indian colleges might focus on profit making rather than quality.

Future Growth Prospects

To overcome all our weakness and threats, we need to make our foundation strong to attract students and other colleges to utilise our resources.

We could thereby add-on these aspects for a wide range of opportunities

Webinar: A seminar conducted in the online mode is referred to as a webinar. These days many online players conduct webinars that help candidates in conceptual clarity.

- **Mock tests:** Mock tests are emerging as a popular course component for students wherein they participate in a series of tests and get a comparative assessment (with other students) of their performance. With mock tests, candidates also get to know their areas of improvement as well as test pattern of the competitive exam they are planning to appear for.

- **Videos:** Videos are helpful for candidates in solving exam papers and other problem areas.

- **Counselling:** As a differentiator, players in online test prep market have also started offering course and career counselling services to students.

Online Education: Why it is Gaining Popularity

As per KPMG report, there are many reasons why students and working professionals are moving towards e-learning/ online education. Have a look at some such reasons below:

- **Internet penetration:** India has an internet penetration of about 31% today, which means 409 million internet users. It is predicted that by 2021, there will be nearly 735 million internet users in India, which will lead to increase in traffic for online education players.
- **Smartphone penetration:** Currently, there are 290 million smartphone users in India and the user base is expected to grow with the addition of another 180 million new users by 2021.
- **Flexibility of time:** This is specifically true for working professionals who have time constraints in pursuing an offline course. Pursuing a course in online mode allows a person to multi-task with other work and family commitments.
- **Quality education:** There are areas in India where there is lack of quality offline education. For instance, states such Bihar, Kerala as well as Jammu and Kashmir account for about four lakh **distance education enrollments**, states KPMG report.
- **Immediate results:** Online education allows candidates to get immediate results for any test that they appear for. This further helps them in preparing for exams more efficiently.
- **Government initiatives:** Government's recent initiatives such as **SWAYAM**, e-Basta, and Digital India is expected to strengthen the infrastructure needed by students to pursue education in online mode.
- **Study material:** A variety of online study material in the form of videos and texts are encouraging students to adopt online education platforms.
- **Affordability:** Online courses joined at UG or PG level are much more affordable than traditional programmes as depicted in the image below.

Customer Support

Bizotic offers support as and when required on various aspects and domains:

Phone Support

Customers talk particularly to customer support operators through phone. For inbound calls, an IVR (Integrated Voice Response) can be altered to course got gets a combination of courses with the potential goal of snappiest assurance of a customer's request/issue.

Live Chat Support

In Live Chat Support a web visitor searches for help, a substance visit session is started by tapping on an association on the provider's webpage. The customer reinforce assign speaks with the web visitor, grasps the requirements, settle the request and close the affiliation.

Email Support

Email is to offer electronic help for your customers when matters don't require a fast answer. Insignificant exertion, non-intrusive and wherever at whatever point get to are a bit of the advantages of email-based trades.

Web based systems administration

Since the arrival of web based systems administration stages like Facebook and Twitter, authority centers have found that countless customers put a considerable measure of vitality in them consistently. To make it supportive to customers, various authority communities have set up a webcare bunch as help channel on their online person to person communication profiles.

Our Clienteles and Probable companies Targeted for placements

1. Aircel
2. Vodafone
3. Exotel
4. AMC
5. Aditya Birla

Training Done in Colleges:

Acharya Institute of Technology,Blore

Vemanna Institute of Technology,Blore

3.BNMIT,Blore

4.GnanaJyothi School (ICSE), Mulbagal

CHAPTER 3

THEORITICAL BACKGROUND OF THE STUDY

THEORITICAL BACKGROUND

Bizotic is an approach that empowers advanced education organizations to acquire data about conceivable inadequacies in the instructive procedure and the learning procedure and can frame the reason for arranging exercises for the change later on.

A Bizotic is a diagram that undertakings to take after the activities of the graduates or past understudies of an informational foundation. This examination empowers the contextualization of alumni of a specific college through a framework that is dynamic and dependable with a specific end goal to decide their life way or development. It likewise empowers the assessment of the consequences of the instruction and preparing gave by a specific establishment and inspects and assesses the present and future profession and work openings/prospects of graduates.

Why it is critical to advance Training and Development in instruction Sector ?

Preparing is a procedure of learning grouping of customized conduct. It is the utilization of learning. It gives individuals an attention to guidelines and methodology to manage their practices. It endeavors to enhance their execution. Preparing is one of the procedures required to transform new individuals from an association into "beneficial insiders".

Preparing empowers to workers to exhibit new ideas, fabricate aptitudes, take care of troublesome interrelationships and specialized issues and pick up understanding into conduct acknowledged as "the way things seem to be".

A key presumption of preparing is that by giving workers ability and understanding for distinguishing and characterizing hierarchical issues, individual will have more noteworthy ability to change useless and unsuitable authoritative structures and procedures.

LYNTON AND PAREEK - "Preparing is one that comprises to a great extent of efficient open doors for the member to procure essential comprehension and ability". It has 3 unmistakable stages i.e. pre-preparing, preparing and post preparing.

Beneficial Impact of Training and Development

To the association

Prompts enhanced benefit and/or more towards benefit introduction.

Enhance the learning and abilities at all levels of the association.

Enhance the confidence of the workforce.

Relates to authoritative objectives.

Gets ready in rules for work.

Gives data to additionally need and every single authoritative field.

Helps in creating authority aptitudes, inspiration, unwaveringness, better mentalities and different perspectives that fruitful laborers and supervisors show.

To the person

- Helps the person in better basic leadership and critical thinking abilities: Through preparing and improvement, inspiration factors of acknowledgment accomplishment, development, obligation and progression are disguised and operationalized.
- Helps in empowering and creating self-improvement and fearlessness: Gives data of enhancing initiative, information, relational abilities, and state of mind.
- Moves a man towards individual objectives while enhancing intuitive abilities.

Sorts OF TRAINING

•**Introduction getting ready:** Induction or acquaintance planning looks with change as of late assigned delegates to the working environment. Each new illustrative needs to made totally OK with their action, his supervisors and subordinates and with the rules and headings of the association. Selection planning makes boldness

•**Occupation setting it up:** implies the arrangement with a view to extend the learning and aptitudes of a delegate for execution at work. Agents may be told the correct techniques for managing materials used while getting ready. Such planning decreases inefficiency in execution of the action.

•**Special setting it up:** incorporates planning of existing delegates to engage them to perform bigger sum occupations. Specialists with potential are picked and they are given planning before their headway, so they don't believe that its difficult to hold up under the higher obligations.

Necessities OF TRAINING

- To empower the newcomers to comprehend work: A man who is taking up his activity out of the blue should get comfortable with it.
- To empower existing coaches to refresh expertise and learning: Training isn't something required for the recently enrolled staff alone. Indeed, even the current mentors of a worry may require preparing. Such preparing empowers them to refresh their aptitude and learning.
- SST empower a coach who has been elevated to comprehend his duties: Training is basic for a mentor who has been recently elevated to a larger amount work. With an assessment in his situation in the association, his duties are additionally going to increase.

Reason for preparing

- One of the fundamental motivation behind preparing is to avoid mechanical mishances. This is finished by making security awareness among mentors.
- Preparing helps in expanding the learning and abilities of learner.
- Preparing decreases the cost of supervision.
- At the point when the learners are prepared it empowers them to accomplish the required level of execution which in turns expands efficiency.

Importance of Training

- **Change in expertise and information:** Such preparing encourages the coaches to play out the errand much better. This advantages the organization also.
- **Higher generation and profitability:** If an organization has a group of very much prepared coaches there will be ascend underway too increment in efficiency. Profitability is the inputoutput proportion.
- **Better utilization of assets:** Trained coaches will have the capacity to improve utilization of materials.
- **Decreased supervision:** Well prepared mentors needn't bother with much supervision. They can do their work without having approach their prevalent regularly for direction.
- **Versatility:** Trained specialists have the ability to adjust to any sort of circumstance. They are odd in emergency administration. This in reality is helpful for the organization.

DATA ANALYSIS AND INTERPRETATION

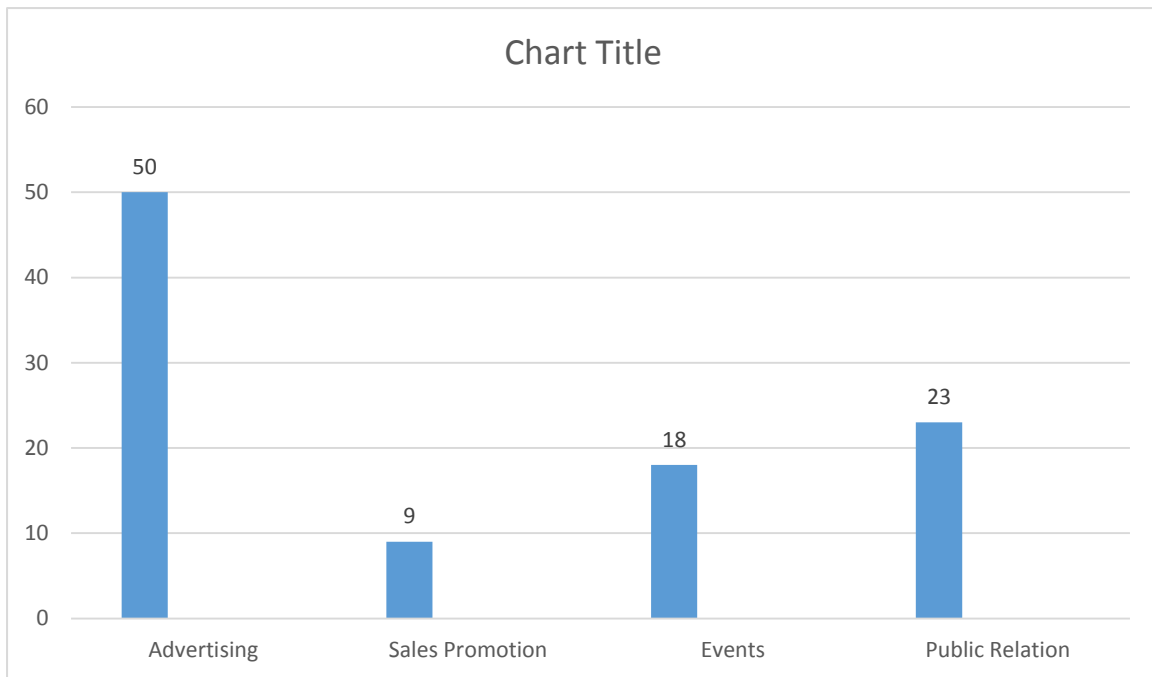
1.1 Table showing most effective promotional Strategies for Bizotic

Sl No	Contents	Response	%
1	Advertising	60	50
2	Sales Promotion	10	9
3	Events	22	18
4	Public Relation	28	23

Analysis

It is found from the above table that majority of the students felt that effective promotion tool is advertisement to the extent of 50% and followed by public relation & the least is sale promotion.

1.1 Graph showing most effective promotional tools for Bizotic



Interpretation

From the graph ,it is evident that the most effective tool is Advertising

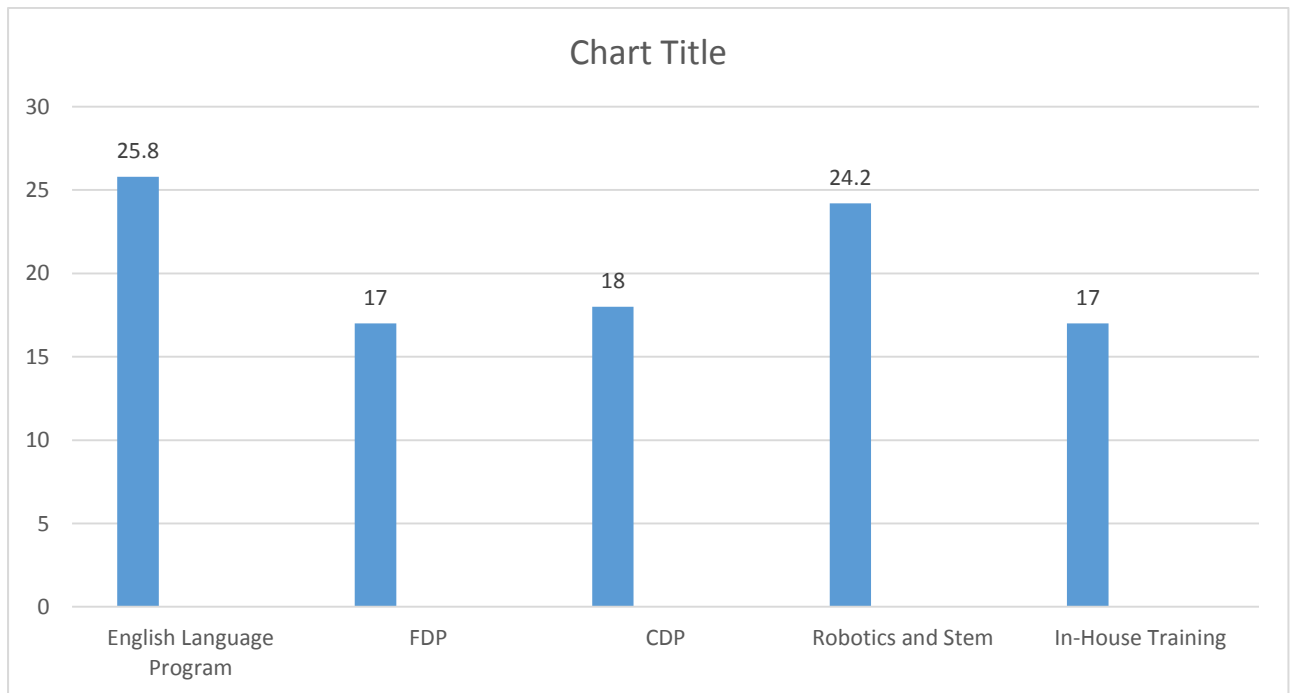
1.2 Table showing most significant Product at Bizotic

SI No	Services	Respondents	%
1	English Language Program	31	25.8
2	Faculty Development Program (FDP)	19	16
3	Content Development Program(CDP)	21	18
4	Robotics and Stem Education	29	24.2
5	In House Training	20	17

Analysis

Data reveals that 25.8% enrolled for English Language Program, 3.3% for FDP, 6.7% for CDP, 9.2 for Robotics and Stem Education and 55% for In House Trainings.

1.2 Graph showing most significant Product at Bizotic



Interpretation

From the graph, we can conclude that most preferred service is the In-House Training at Bizotic.

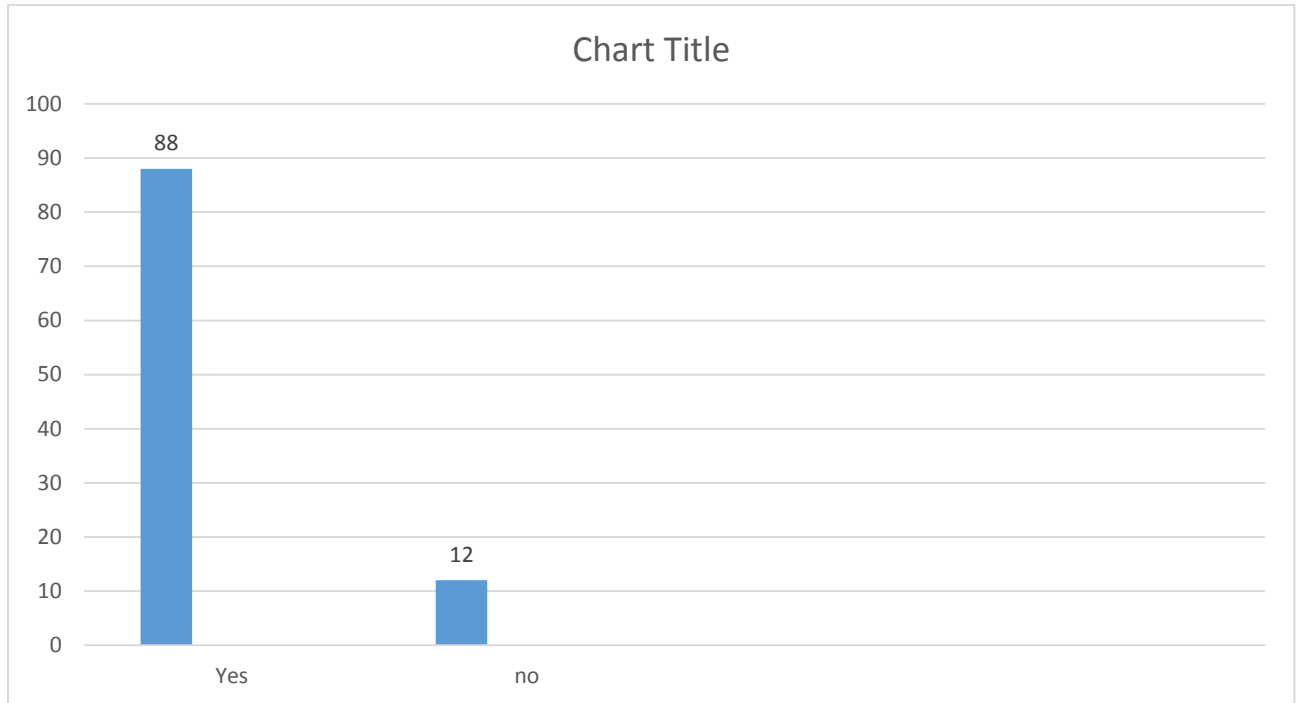
3.1 Table Showing whether the Discounted Services offered to Students is beneficial

Sl.No	Response	Students	%
1	Yes	106	88
2	No	14	12

Analysis

Data Shows that 88% of Students utilise the discounted services, whereas 12% feel that it is not beneficial.

3.1 Graph Showing whether the Discounted Services offered to Students is beneficial.



Interpretation

From the graph it is clear that 88% of students utilise the discounted services often whereas 12% do not utilise them much.

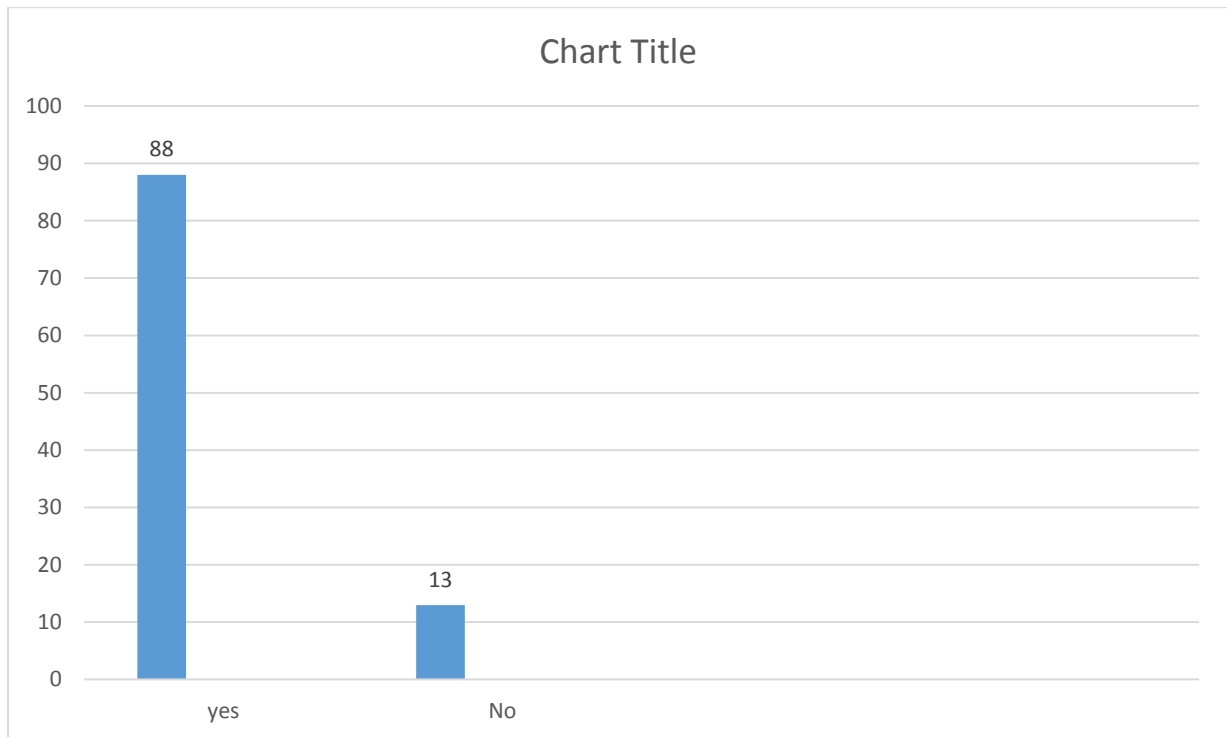
4.1 Table showing effectiveness of promotion made on Social Media for Bizotic

Sl No	Response	Respondents	%
1	Yes	105	88
2	No	15	13

Analysis

Data reveals that 88% of Respondents get to know about the company through Social Media and 13% get to know through other sources.

4.1 Graph showing effectiveness of promotion made on Social Media for Bizotic



Interpretation

From the Graph we can conclude that the promotional activities made on social media is beneficial for Bizotic.

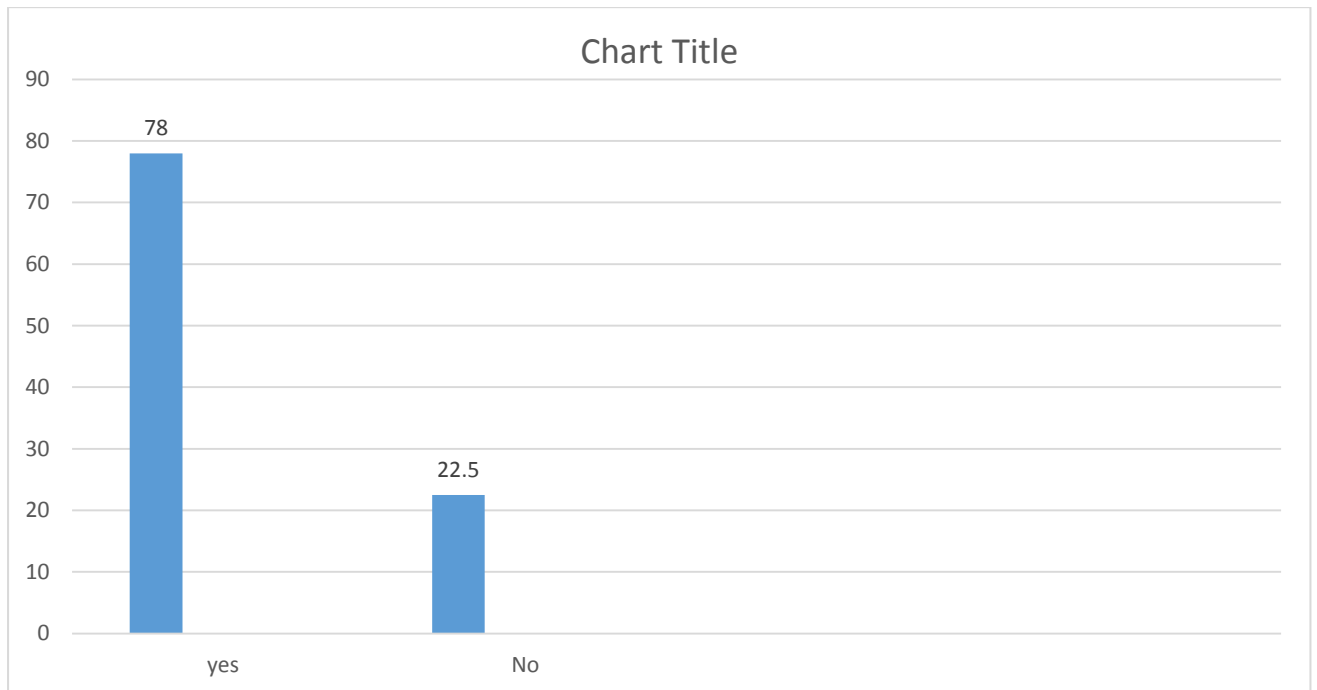
4.2 Table showing if celebrity endorsement help the company in its sales

Sl No	Response	Respondents	%
1	Yes	93	78
2	No	27	22.5

Analysis

We can conclude that the celebrity endorsement's effect the sales hike by 78% and 22.5% otherwise.

4.2 Graph showing if celebrity endorsement help the company in its sales



Interpretation

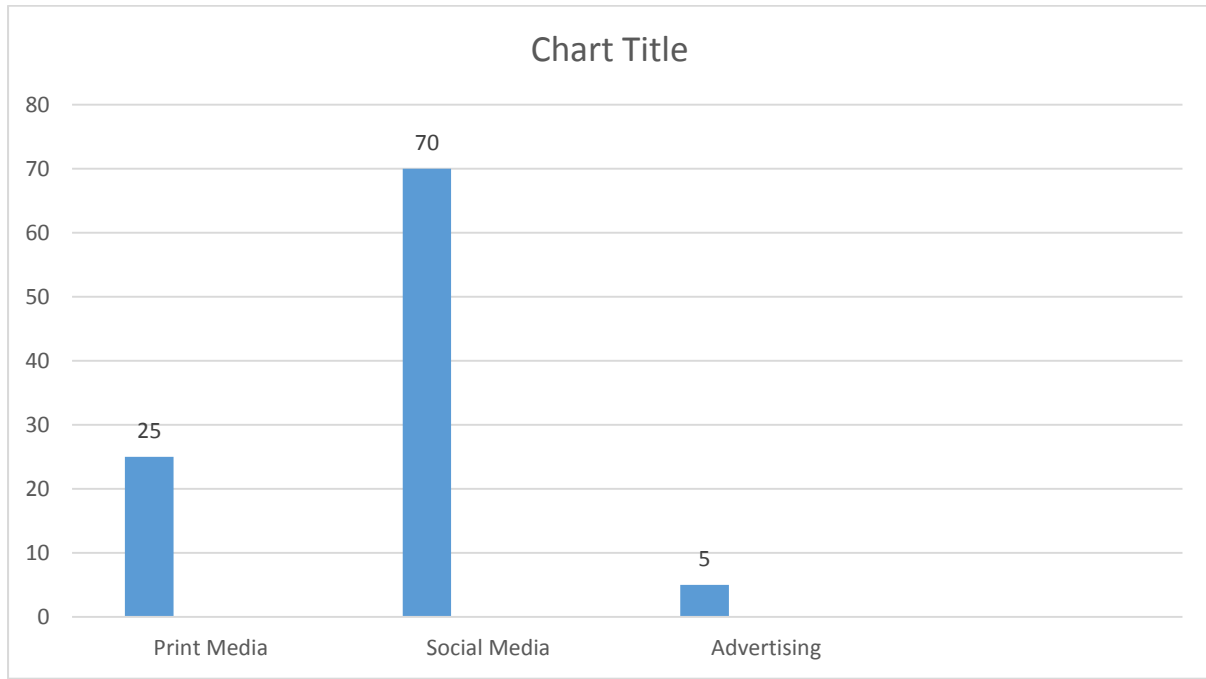
We can conclude from the graph that 78% say that celebrity endorsements affect the purchasing decision while 22.5% says it does not affect them.

4.3 Table showing the sources how students get to know about Bizotic.

SI No	Sources	Students	%
1	Print Media	30	25
2	Social Media	84	70
3	Advertising	6	0.05

From the data gathered we can conclude that students get to know about the company through print media by 25%, through social media by 70% and through Advertising by 5%.

4.3 Graph showing the sources how students get to know about Bizotic.



Interpretation

It can be concluded that 25% Students get to know through Print media,70% through social media, and 6% through Advertising

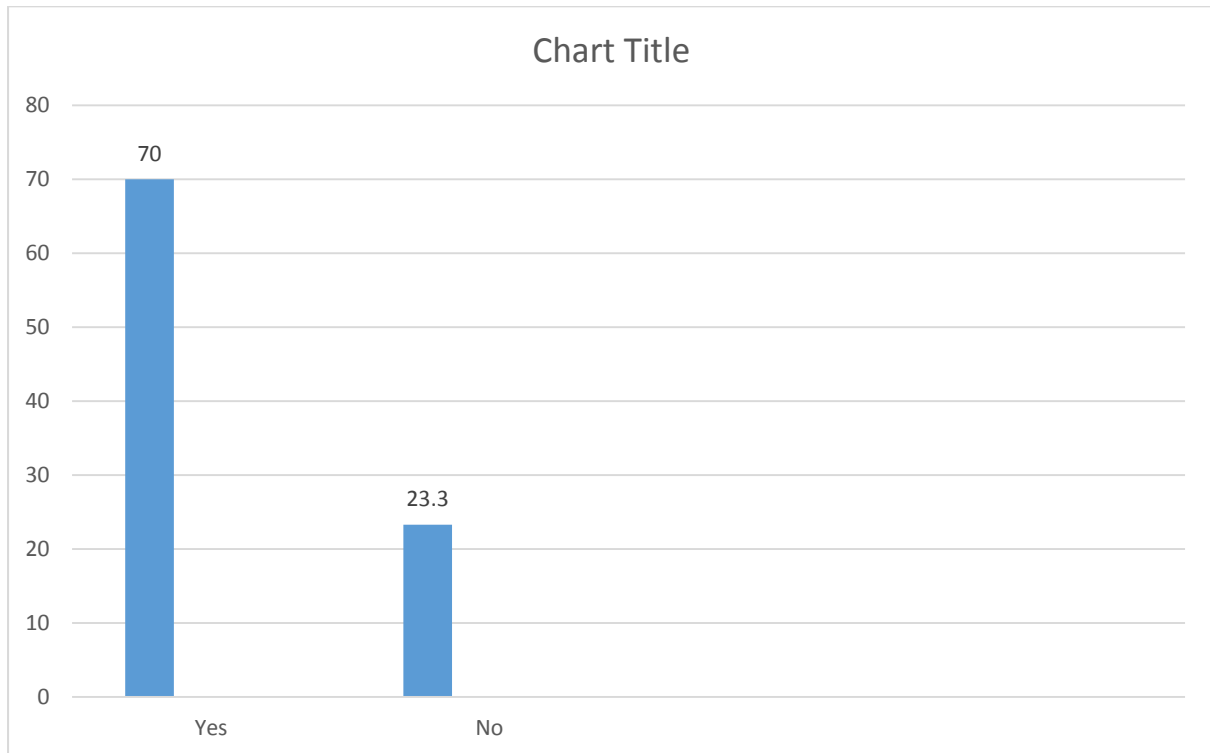
4.4 Table showing if the company's tagline "for the love of education" has an impact on the purchasing decision of students

Sl No	Response	Respondents	%
1	Yes	92	77
2	No	28	23.3

Analysis

We conclude that 77% students get influenced by the tagline and for 23.3% there is no impact of the tagline.

4.4 Graph showing if the company’s tagline “for the love of education” has an impact on the purchasing decision of students



Interpretation

We conclude that 70% students get influenced by the tagline and for 23.3% there is no impact of the tagline.

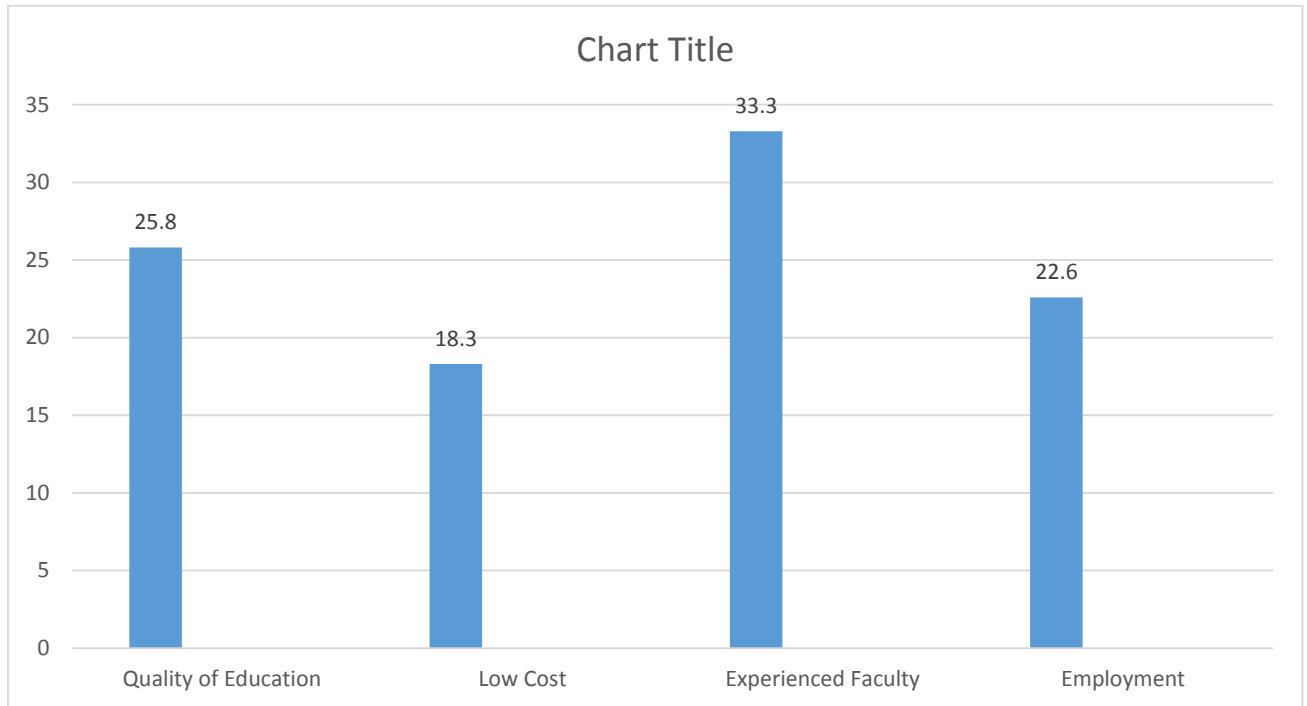
4.5 Table Showing the reason for students to choose Bizotic over other Training Institutes

Sl No	reason	Respondents	%
1	Quality of Education	31	25.8
2	Low Cost	22	18.3
3	Experienced Faculty	40	33.3
4	Employment	27	22.6

Analysis

We can conclude that 25.8% Students choose bizotic for its quality of Education, 18.3% for its Reasonable pricing, 33.3% for the experienced faculty that it has and lastly 22.6% for providing good employment

4.5 Graph Showing the reason for students to choose Bizotic over other Training Institutes



Interpretation

We can conclude that 25.8% Students choose bizotic for its quality of Education, 18.3% for its Reasonable pricing, 33.3% for the experienced faculty that it has and lastly 22.6% for providing good employment

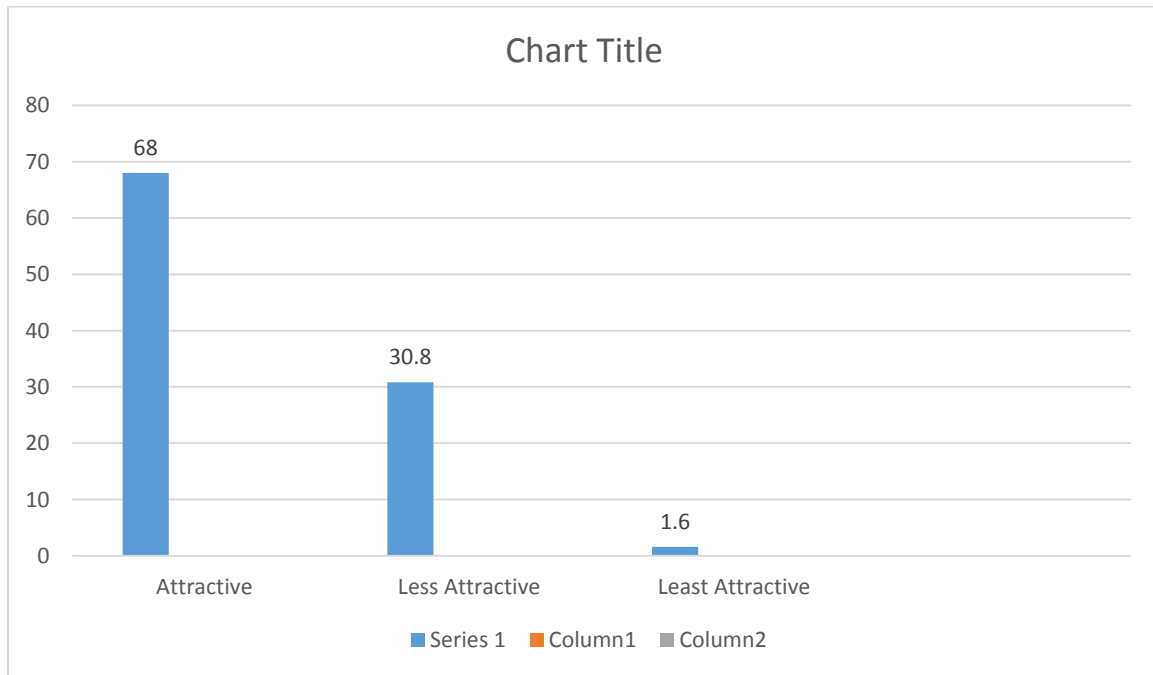
4.6 Table showing, how useful and significant customers find the promotions of Bizotic

Sl No	Particulars	Response	%
1	Attractive	81	68
2	Less Attractive	37	30.8
3	Least Attractive	02	1.6

Analysis

From the data collected we can conclude that 68% of students find the Promotions very attractive, 30.8% find it less attractive and 1.6% don't find it attractive at all.

4.6 Graph showing, how useful and significant customers find the promotions of Bizotic



Interpretation

From the data collected we can conclude that 68% of students find the Promotions very attractive, 30.8% find it less attractive and 1.6% don't find it attractive at all.

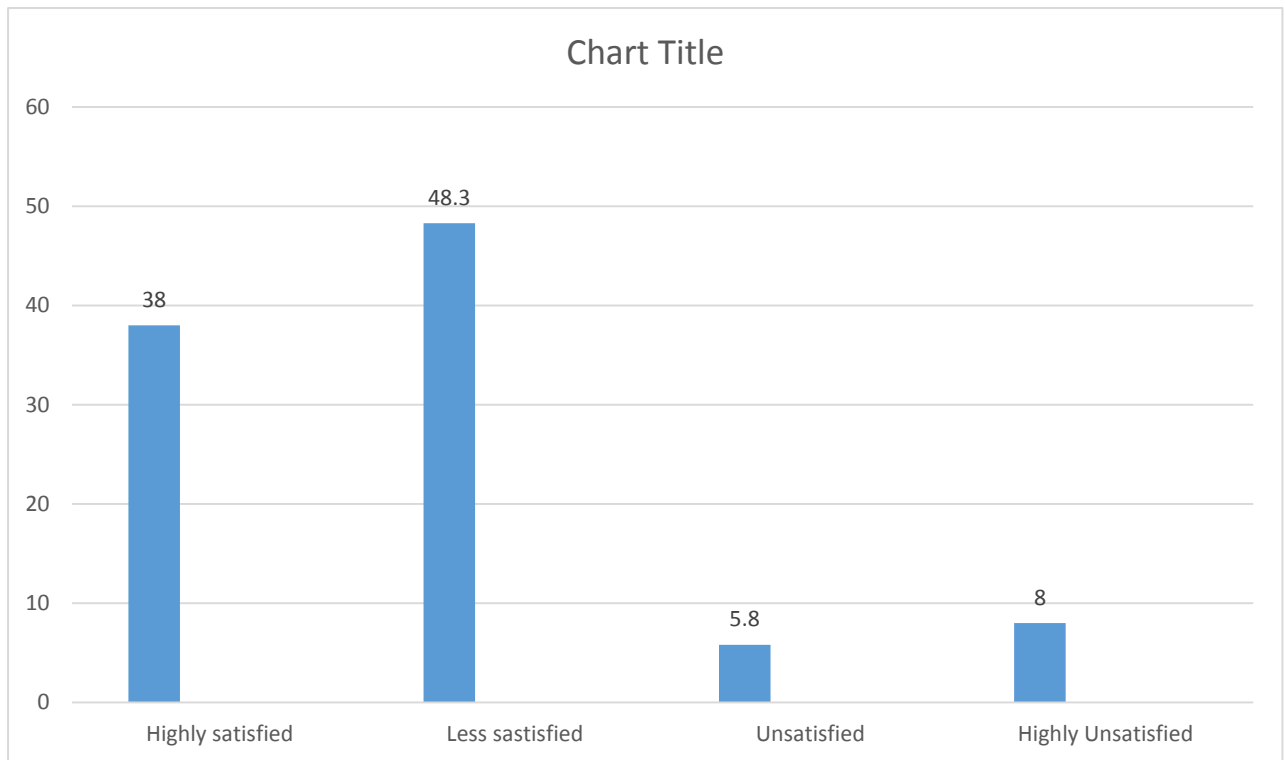
4.7 Table showing If the students are satisfied with the quality of education by Bizotic

Sl No	Particulars	Respondents	%
1	Highly Satisfied	45	38
2	Less Satisfied	58	48.3
3	Unsatisfied	7	5.8
4	Highly Unsatisfied	10	8

Analysis

We can conclude that 38% students are Highly satisfied,48.3% are moderately satisfied,5.8% were moderately unsatisfied and 8% were not at all satisfied.

4.7 Graph showing If the students are satisfied with the quality of education by Bizotic



Interpretation

We can conclude that 38% students are Highly satisfied 48.3% are moderately satisfied 5.8% were moderately unsatisfied and 8% were not at all satisfied.

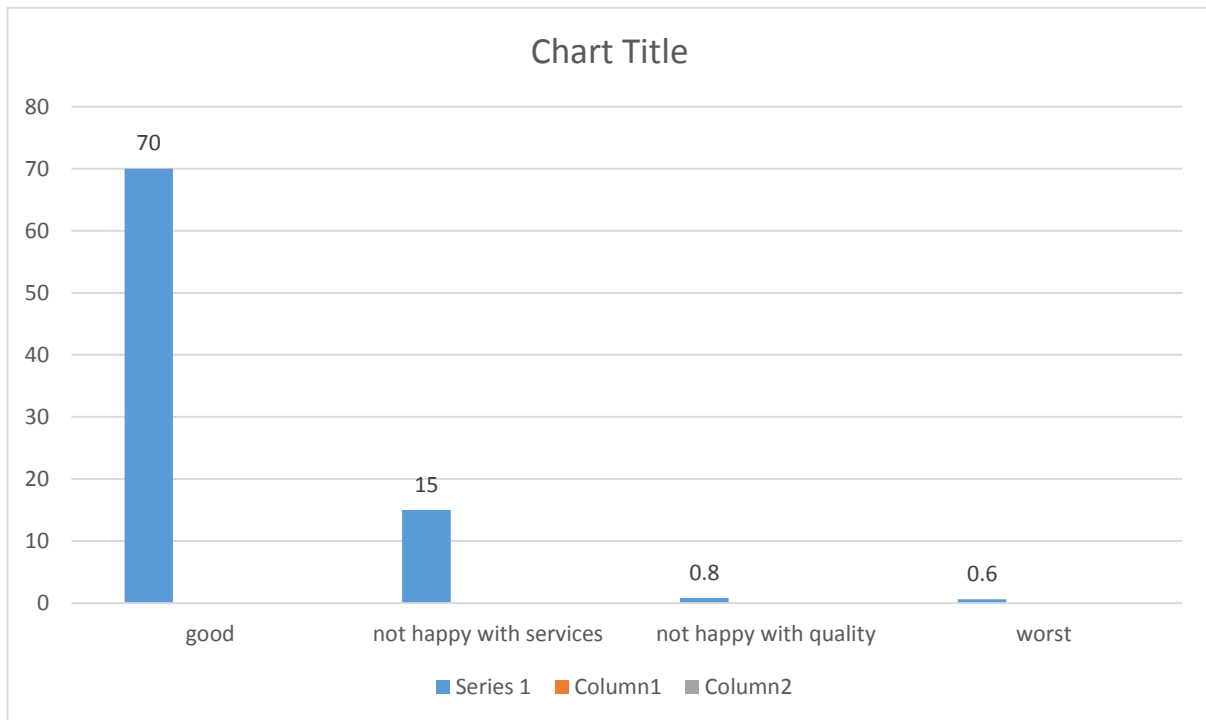
4.8 Table Showing the Training and Development experience by Students at Bizotic

Sl No	Particulars	Respondents	%
1	Good	84	70
2	Not happy with services	18	15
3	Not happy with quality	10	0.8
4	Worst	8	0.6

Analysis

Data collected shows that 70% students feel it's a good experience undergoing The training and development, 15% are not happy with the services offered, 0.8% are not satisfied with the quality and 0.6% feels it was their worst experience.

4.8 Graph Showing the Training and Development experience by Students at Bizotic



Interpretation

Data collected shows that 70% students feel it's a good experience undergoing The training and development, 15% are not happy with the services offered, 0.8% are not satisfied with the quality and 0.6% feels it was their worst experience.

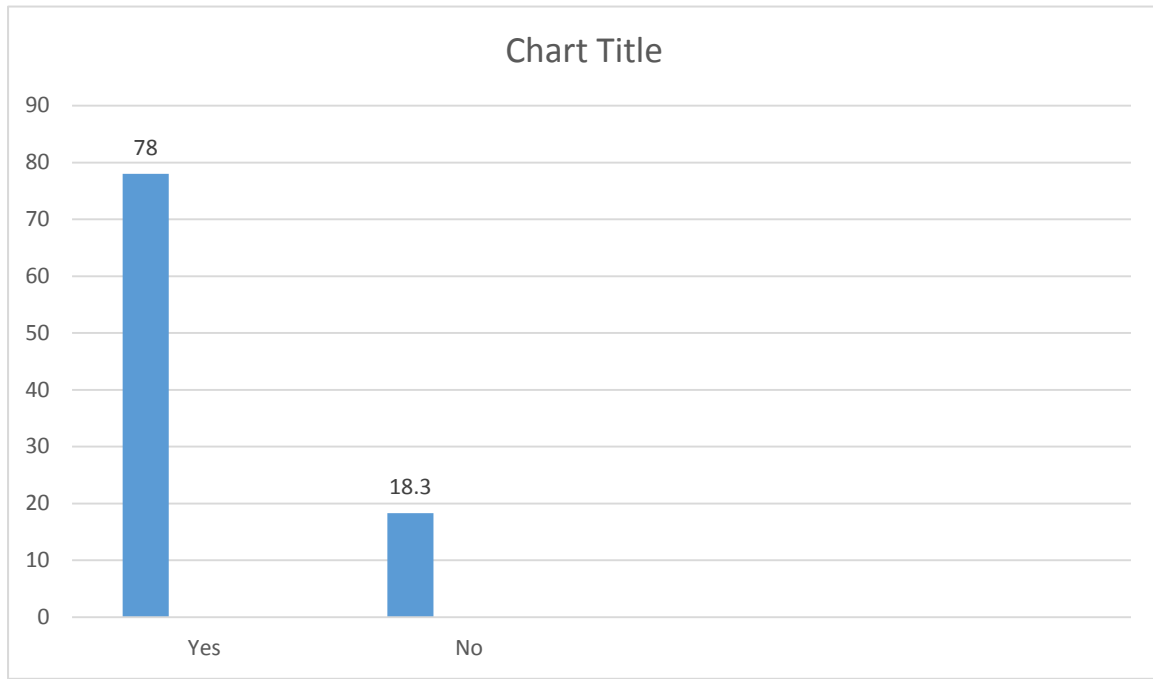
4.9 Table showing whether sales promotion activities of Bizotic influence students to undergo training and development

Sl No	Particulars	Respondents	%
1	yes	93	78
2	no	22	18.3

Analysis

Data collected shows that 78% students get influenced by the sales promotion activities and 18.3% do not get influenced by the promotional strategies.

4.9 Graph showing whether sales promotion activities of Bizotic influence students to undergo training and development



Interpretation

Data collected shows that 78% students get influenced by the sales promotion activities and 18.3% do not get influenced by the promotional strategies.

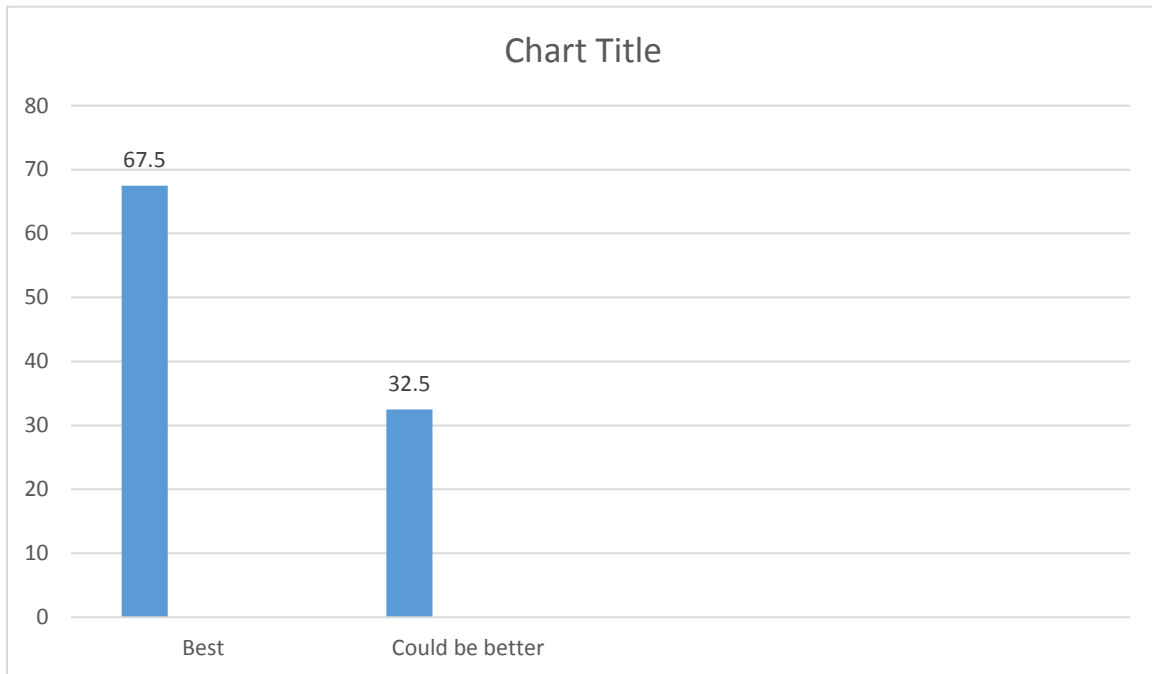
4.10 Table showing how students feel about the Training and development provided by Bizotic

Sl No	Particulars	Respondents	%
1	Best	83	67.5
2	Could be better	37	32.5

Analysis

Data Shows that 67.5% feel Bizotic is best in training and Development and 37% feel it could have been better.

4.10 Graph showing how students feel about the Training and development provided by Bizotic



Interpretation

Data Shows that 67.5% feel Bizotic is best in training and Development and 37% feel it could have been better.

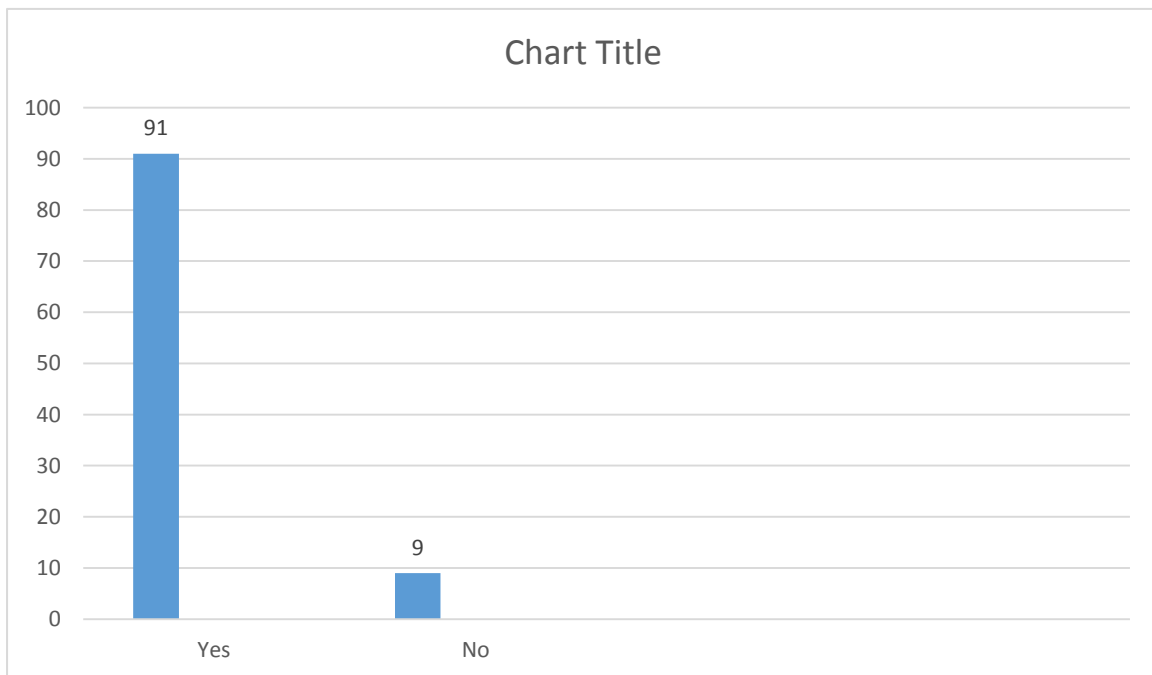
4.11 Table Showing if Bizotic is good at selling itself

Sl No	Particulars	Respondents	%
1	Yes	109	91
2	No	11	9

Analysis

It can be concluded that 91% students feel that Bizotic is good at marketing whereas 9% feel they are not promoting themselves well.

4.11 Graph Showing if Bizotic is good at selling itself



Interpretation

It can be concluded that 91% students feel that Bizotic is good at marketing whereas 9% feel they are not promoting themselves well.

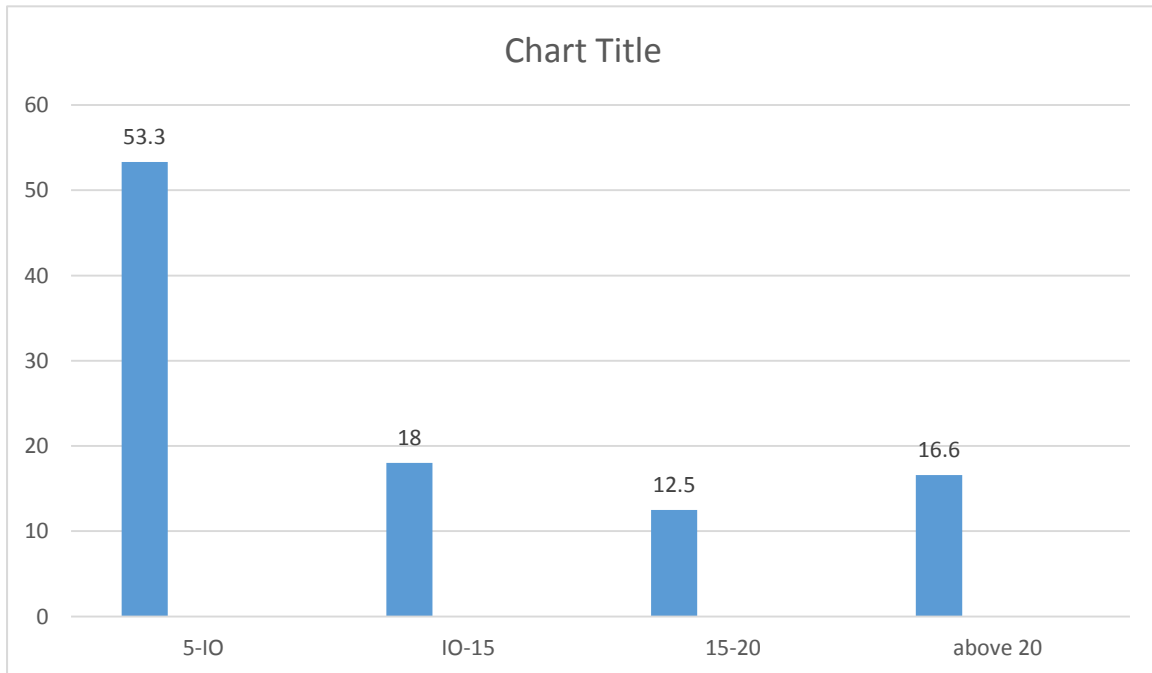
4.12 Table showing how many student's contacts know about Bizotic

Sl No	Range	respondents	%
1	5-10	64	53.3
2	10-15	21	18
3	15-20	15	12.5
4	20-25	20	16.6

Analysis

We can conclude that 53.3% students says that 5-10 people in their contact list are familiar about Bizotic,18% says 10-15 of their contacts know about Bizotic,12.5% say 15-20 know about Bizotic and finally 16.6% says that 20-25 people in their contact are aware of the company.

4.12 Graph showing how many student's contacts know about Bizotic



Interpretation

We can conclude that 53.3% students says that 5-10 people in their contact list are familiar about Bizotic, 18% says 10-15 of their contacts know about Bizotic, 12.5% say 15-20 know about Bizotic and finally 16.6% says that 20-25 people in their contact are aware of the company.

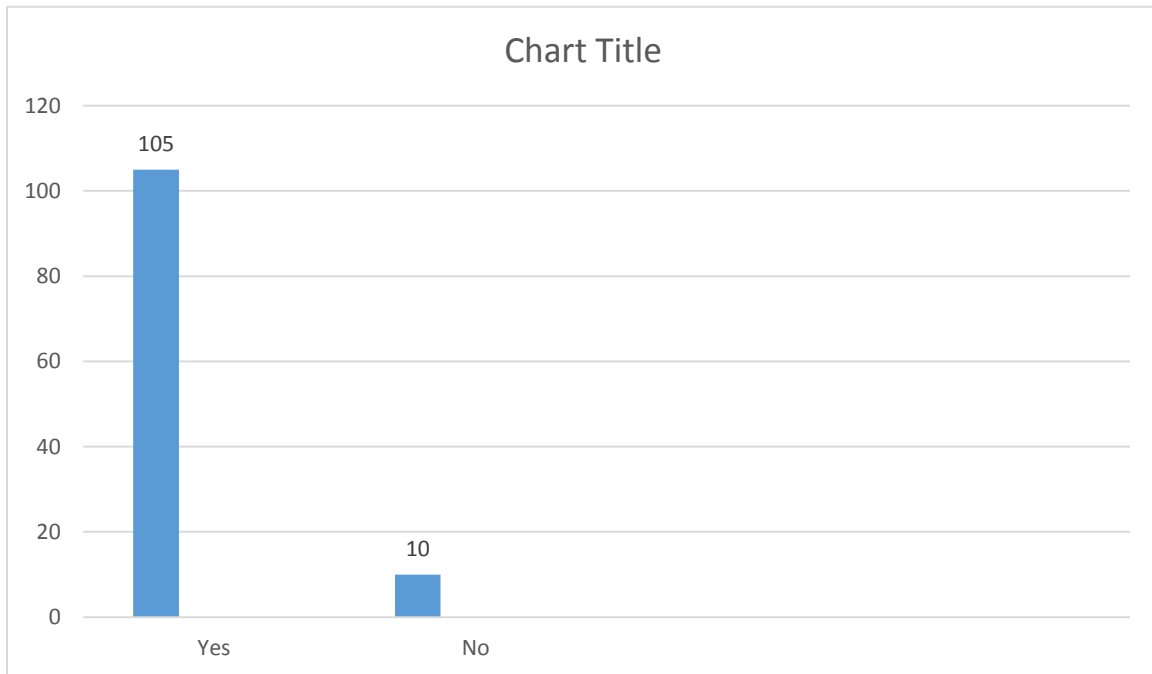
4.13 Table Showing whether students would recommend Bizotic to other people around

Sl.No	Particulars	Respondents	%
1	Yes	107	89
2	No	13	10

Analysis

We can conclude that 89% students would spread the word about bizotic to others and 10% might not be interested to recommend.

4.13 Graph Showing whether students would recommend Bizotic to other people around



Interpretation

We can conclude that 89% students would spread the word about bizotic to others and 10% might not be interested to recommend.

Statistical Analysis

Descriptive

Are you satisfied with the quality of training as per the promotion of Bizotic.

	N	MEAN	STANDARD DEVIATION	STANDARD ERROR	94.5% Confidence Interval for MEAN		MIN	MAX
					LOWER BOUND	UPPER BOUND		
Very attractive	71	1.6761	.47131	.05593	1.5645	1.7876	1.00	2.00
Less Attractive	46	2.000	.21082	.03108	1.9374	2.0626	1.00	3.00
Not at all Attractive	3	1.3333	.57735	.33333	-1.009	2.7676	1.00	2.00
Total	120	1.7917	.42793	.03906	1.7143	1.8690	1.00	3.00

Interpretation

Students feel that the Promotional strategies made by Bizotic are less attractive

ANOVA

	Sum squares of	Df	Mean Square	F	Sig
Between Groups	3.576	2	1.788	11.483	.000
Within Groups	18.216	117	.156		
Total	21.792	119			

Interpretation

As the significance level is less than 0.5 so our null hypothesis is rejected and our alternate hypothesis is accepted.

Correlations

	16.Would you like to recommend about Bizotic to others?	3.Do you feel the service offers made by the company is beneficial for you?
16.would you like to recommend Bizotic to your friends and relatives? N	I 120	.274** .002 120
3.Do you feel discount offer person Beneficial for you? N	.274** .002 120	I 120

**Correlation is significant at the 0.01 level(2-tailed)

Interpretation

Students feel that the discount offers given by the company are beneficial and they would recommend the company to others.

CHAPTER 5

FINDINGS AND SUGGESTIONS

FINDINGS

- The most effective promotional scheme for Bizotic is through Marketing
- The most preferred Service utilised by the students/customers is In-House Training
- The discounted services provided is beneficial for the students
- The marketing strategies made by the company are beneficial for Bizotic
- Celebrity endorsements don't have much say in the sales of the company
- Most of the Bizotic students got to know about the company through social media
- The tagline does have a significant impact on the promotion of the company
- Students choose Bizotic for the quality of Products and Low cost
- Students find the Service offerings very attractive
- Marketing strategies increase the sales and revenue of the company
- Students are satisfied with the range of services and products
- Enrolling for the Training and development experience of students is good
- Quality of services and other offerings make students to visit again
- Many of the contacts of Bizotic Students know about the company
- Students of bizotic would like to recommend about the company to others

SUGGESTIONS

- Bizotic should make efforts in improving its marketing Strategies
- Bizotic Should improve its Quality of education
- Bizotic should add some more substance to its website.
- Bizotic should higher calibre employees for sales and marketing
- Bizotic should do some market survey and look into the further requirements
- Bizotic should upgrade its course content
- Bizotic should find ways of attracting students

CONCLUSION

From this Research done on the promotional strategies on sales in education sector we can draw conclusion that Bizotic has good stake in the market, as the education and development is of primary importance to the present and coming generations to come.

Bizotic rendering good quality of education with experienced faculty could attract many students. At the same time having good Marketing Team and strategies would be an extra feather in the cap for Bizotic.

We can conclude with all the data gathered and its interpretation that students are getting to know about Bizotic through various platforms and thereby recommending to others.

Education sector being an upcoming boom in the industry, would give a firm hold in the market.

Bizotic providing quality education at low cost would automatically increase their sales and revenue share in the market.

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Annexure

QUESTIONNAIRE

Hello,I am Farah Iqbal, a student in Acharya Institute of Technology pursuing my MBA in Marketing.This is to inform that I would be conducting a survey on promotional strategies on sales in the education sector, please respond to the following queries to help me get a better understanding

Name.....

Age

- 18-20
- 20-30
- 30-40
- Above 50

Gender

- Male
- Female

Occupation.....

Income

- 10,000-20000
- 20000-30000
- 30000-40000
- Above 40

Email Id.....

Contact Number.....

1. Which would be the most effective promotional tool for Bizotic?

- Public Relation
- Event and Experience
- Advertising
- Sales Promotion

2. Which is the first product on your mind when you hear about Bizotic?

- FDP
- CDP
- English Language Program
- Robotics and Stem Education
- In-House Training

3. Do you feel Discounted Services made by the company is beneficial?

- Yes
- No

4. Is Promotion through social media beneficial for Bizotic?

- Yes
- No

5. Does celebrity endorsement have an impact on the sales?

- Yes
- No

6. How Did u come across Bizotic?

- Social Media
- Print Media
- Advertising

7. Does your tagline "for the love of education" affect the revenue of the company?

- Yes
- No

8. Why do you prefer Bizotic over other Training Institutes?

- Quality of Education
- Low Cost
- Experiences Faculty
- Employment

9. How attractive do you find the marketing strategies of Bizotic?

- Attractive
- Less attractive
- Least attractive
- Not Attractive

10. Are you satisfied with the quality of services as per the promotional strategies of Bizotic?

- Highly Satisfied
- Less Satisfied
- Unsatisfied
- Highly Unsatisfied

11. You Training Experience with Bizotic?

- Good
- Worst
- Best
- Could be better

12.Does the Promotional strategies strive you to enrol again?

- Yes
- No

13.How did You find the quality of Education at Bizotic?

- Good
- Average
- Could be better

14.IsBizotic good at selling itsef?

- Yes
- No

15.How many people around you are aware of Bizotic?

- 5-10
- 10-15
- 15-20
- Above 20

16.Would you spread the word about Bizotic?

- Yes
- No

17.Kindly Provide few suggestions to improve the services at Bizotic.



**ACHARYA
INSTITUTES**

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT WEEKLY REPORT(1AY16MBA19)

Name of the Student:Farah Iqbal

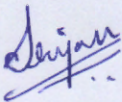
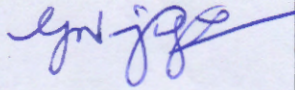
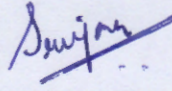
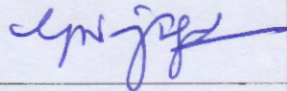
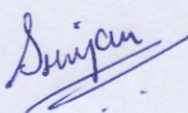
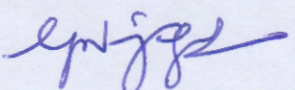
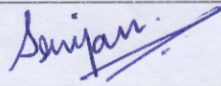
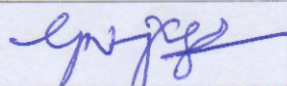
Internal Guide:Dr.Nijaguna G

USN NO:1AY16MBA19

Specialization:HR AND MARKETING

Title of the Project: STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ON SALES IN EDUCATION SECTOR.

Company Name: BIZOTIC TALENT SOLUTIONS Pvt Ltd

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 To 20-1-2018	Visited the Company and received the project approval		
21-1-2018 To 26-1-2018	Meeting with the external guide		
27-1-2018 To 2-2-2018	Identified the problem.research methodology and objectives		
3-2-2018 To 8-2-	Gathered information		

2018	about the industry and company profile	<i>Sanjay</i>	<i>Sanjay</i>
9-2-2018 To 20-2-2018	Gathered Information on their Products and Services	<i>Sanjay</i>	<i>Sanjay</i>
20-2-2018 To 25-2-2018	Clarity on the theoretical background	<i>Sanjay</i>	<i>Sanjay</i>
28-2-2018 To 10-3-2018	Questionnaire for survey	<i>Sanjay</i>	<i>Sanjay</i>
14-3-2018 To 18-3-2018	Gathered data	<i>Sanjay</i>	<i>Sanjay</i>
19-3-2018 To 21-3-2018	Data Analysis	<i>Sanjay</i>	<i>Sanjay</i>
22-3-2018 To 24-3-2018	Findings, suggestions and Conclusion	<i>Sanjay</i>	<i>Sanjay</i>



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