

A Project Report on,
“A STUDY ON AWARENESS OF GETMYUNI EDUCATION SERVICE PVT LTD AMONG
COLLEGE STUDENTS, BANGALORE”

BY

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(1AZ16MBA03)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM



In partial fulfilment for the requirements of the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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GetMyUni Education Services Pvt. Ltd
Web: www.getmyuni.com

Date: 29th March,
2018

Location:
Bangalore

TO WHOMSOEVER IT MAY CONCERN

Certificate of Internship Completion

This is to certify that **Abhinav Kumar** has successfully completed an internship with us as a “**SEO and Content Developer**” from **15th January’18 to 29th March’18** at **GetMyUni.com** under the guidance of **Mr. Dheeraj R S– SEO and Content Specialist - GetMyUni.com**

The work he did entailed the following key areas:

1. **Web Content Writing**
2. **Web Development**
3. **Search Engine Optimization (SEO)**

This internship has enriched him with a better understanding of the demographics, behavior and preferences of our user base, and has helped us strengthen our core offerings.

He was exceptional at his work and he would be an asset to whichever company he works for. We wish him good luck and success in all his future endeavors.

For GetMyUni Education Services Pvt. Ltd.

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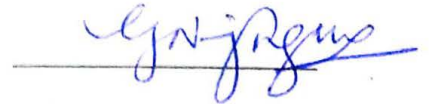
Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Abhinav Kumar** bearing USN **1AZ16MBA03** 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 Awareness of Getmyuni Education Service Pvt. Ltd Among College Students, Bangalore**” is prepared by him under the guidance of **Prof. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.



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DECLARATION

I Abhinav Kumar, student of MBA 2016-18 batch of Acharya Institute of Technology declared the internship report entitled "A study on Awareness of Getmyuni Education Services Pvt Ltd on College Students", Bangalore prepared by me under the guidance of our Internal Guide or prof. Sendhil Kumar a faculty of MBA department Acharya Institute of Technology and External Guide Dheeraj Kumar, group leader of Getmyuni Education Services Pvt Ltd.

I also declared that this project is a partial fulfilment of the university regulation for the degree of Master of Business Administration by Visvesvaraya technological University, Belgaum.

I have undergone a summer project internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree diploma from any other university/institution.

Place: Bangalore

Date: 28/05/2018

Abhinav Kumar

Student Sign

ACKNOWLEDGEMENT

I deem it is privilege to thanks our principal Dr. Sharanabasava.C Pilli and academic Dean Dr. Mahesh and our HOD Dr. Nijaguna for giving this opportunity to do the project which has been a very valuable learning experience.

I would like to sincerely thank to mu guide Prof. Sendhi Kumar of MBA Department for having extended co-operation and support during the course of completion of the project

I would also like to take this opportunity to express my deeps sense of gratitude to Mr Dheeraj MS, Team Leader of Review Team of Getmyuni for giving the opportunity to undertaking the project in Getmyuni. I am also very thankful to the employee of Getmyuni who directly and indirectly help me in successful completion of the project report.

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EXECUTIVE SUMMARY

This is all about Getmyuni Training Administrations Pvt. Ltd promoting preparing viable report. The report begins with the acquaintance of the business has a place with Getmyuni and history of the organization. The report moreover incorporates an assortments of institutional strategies and methods and executed inside the organization's center esteem rehearse time. It gives data about the organization's history, vision, what's more, mission and client base information to fresher. The report demonstrated that a wide range of organization's administrations. Its day by day course of business of the organization engaged with it likewise incorporates look into techniques and field point by point leave and showcasing structure it additionally incorporates association where, I am presented to the genuine showcasing methodology thoughts, administrations and client in the showcasing view of my learning background. This report gives to the market programming also, administrations the organization market's member's light client observation. Its gives data on down to earth preparing after the points of interest of web picked up learning and experience.

At last the finish of the report substance, data and counsel which by the assistants learned.

CHAPTER 1

1.1 INTRODUCTION ABOUT THE INTERNSHIP

The Entry level position program to give understudies members in the field involvement with the opportunity to trade configuration, to investigate the connections between scholastic preparation for understudies and hands on work, and to enable members in the improvement And usage of the principle research to extend, which will serve to come full circle in the handy experience. Singular preparing is custom fitted to the requirements and interests of every understudy in the program. As a major aspect of the preparation encounter, understudy should assume a dynamic part in finding reasonable preparing for them. Entry level position gives an alternate chance to understudies amid preparing projects to grow nature in extending their field, to discover what they have in significance in a strict line of business, and to create proficient connections, build up the Individual abilities or get some credit focuses.

Entry level position at Getmyuni was centered around dissecting and understanding the level of client information in connection to the organization administrations and the investigation centers around industry examination and the requirements of the association and understanding the present market circumstance and foresee the client to raise the level of familiarity with the organization to build deals and get the most extreme advantage. The present business situation is described by a lot of rivalry. Client in the momentum days are more joyful in moving to different brands looking for the best esteem administrations. To draw in and hold the association's client, it is tremendously required to address the client needs and interests. Any business does not indicate the client in light of the fact that the client is the lord. The objective of every substance is to client mindfulness and consumer loyalty to the ideal as it is fundamental for long haul development to be beneficial. Every association endeavors to achieve the most elevated amount of client learning. You can't foresee client conduct. This dynamic customer needs is the explanation behind the rise of a different report territory as of late. "The examination was done in the client mindfulness".

INDUSTRY AND COMPANY PROFILE

1.2 INDUSTRY PROFILE

India's IT showcase measure is developing in India's innovation and BPM Industry (counting equipment) FY 16 US \$ 160 billion to America income for FY15 is probably going to be \$ 146.5 billion, demonstrating a rate of development is 8.2 percent contrasted with India.

IT Industry commitment to Gross domestic product expanded from 9.5 for every penny in FY15 1.2 for each penny in FY98 ascended by around.

IT and ITES Industry in India, TCS per penny of aggregate income in FY16 as the market pioneer, representing 10.4.

25 for each penny of the main five IT associations to add to the general business income, demonstrating that is focused.

Introduction

In India, speaking to a normal 67 for every penny of the US \$ 124 – 130 billion market for data advancement (IT) industry, the world's most prominent sourcing objective. The business utilizes around 10 million workforces. More basically, the industry and the general economy have incited the difference in the country's economy has balanced the impression of India. The cost of giving IT benefits in force, which is around 3-4 times more affordable than in the US, overall sourcing market with its Uncommon Offering Proposal (USP) continues being the establishment. However what's more the academic capital of India is of amazing criticalness to the extent the amount of overall IT firms in India is getting despite the establishment of focal points of improvement.

The IT business is critical, especially by virtue of programming designing and building similarly a demand of Indian preparing. Business process organization (BPM) programming thing and outlining organizations, and hardware IT – IT and ITES industry in India is parceled into four essential fragments.

India holds an imperative place in the overall guideline industry. The country has more than 5 million schools and within excess of 260 million understudy chose and around 751 universities

and 35,539 colleges. India has one of the greatest propelled training structure on the planet. Around 35.7 million understudies were chosen in cutting edge instruction in India in the midst of 2016-17. However there is still a lot of potential for the further progression in the guideline system in India.

India has transformed into the second greatest market for e-learning after the US. The division is starting at now pegged at US \$ 2 billion and is required to get in touch with US \$ 5.7 billion by 2020. The division preparing market in India is required to create at a Compound Yearly Advancement Rate (CAGR) of around 11 for every penny in the midst of 2016-2020 will similarly bolster the improvement of the guideline structure in India.

Market Size:

With respect to cash, the Indian It industry is depended upon to create at 12 – 14 for every penny rate of FY16-17. It's is available yearly pay for the business to get in touch with US \$ 350 billion in FY 2025, and is required to triple.

India's general condition for new organizations, with more than 4,200 in front of plan for the third position. India's Internet economy by 2018, from RS 12 trillion, speaking to 6 for every penny of the country's Total national output is depended upon to touch. The amount of web based systems administration customer to create to 160 million by April 2015 143 million PDAs created by 400 million web customers in India, in May 2016, is the third greatest on the planet in light of the range.

The preparation territory in India is prepared to witness genuine improvement in the years to come as India will have world's greatest area age people and second greatest graduate pipeline all around before the complete of 2020. The direction feature in India is at introduce regarded at US \$ 100 billion and expected that would right around twofold to US \$180 billion by 2020. At exhibit the school section is regarded at

US \$ 52 billion and contributes 52 percent to the instruction showcase in India, advanced education contributes 15 percent of the market measure, course reading, e-learning and unified administrations contribute 28 for each penny and professional training in assembling and administrations contributes 5 for every penny. Advanced education in India has experienced under quick extension. Right now India's instruction framework is the biggest on the planet

selecting more than 70 million understudies while in under two decades. India has figured out how to make extra limit of more than 400 million understudies. It witnesses spending of over RS 46,200 crore (US \$ 6.93 billion).

Investments:

Indian ITs capacity and limit of the nation's critical speculation clubs. PC programming and equipment industry in India, Division of Mechanical Approach and Advancement (DIPP), as indicated by information discharged in April 2000 and Walk 2016. Between billion in combined outside direct speculation (FDI) inflows were pulled in by the cost of US \$ 21.02.

Indian new businesses in the quarter finishing off with Walk 2016 raised \$ 1.4 billion crosswise over 307 arrangements in the US are assessed to have done.

Extensive endeavors are not accessible so far centered principally, but rather the statistical surveying firm Zinnov apparently hoping to extend expansive estimated innovation organizations, little and medium organizations is relied upon to develop, which, in 2015, lucrative open door for the US to be worth \$ 11.6 billion, are the feature of US \$ 25.8 billion of every 2020, Other than this India is one of them 12 million in the innovation C Rabhawada is at abnormal state and the report, the appropriation of new IT items to around 51 million such organizations are searching for.

Significant improvements in the Indian Educational and IT division as per the following:

Google, the American innovation mammoth, began another organization with Wi-Fi shopping centers, Bistro, colleges, in places frequented by a substantial number of problem areas under which introduces, Wi-Fi stage called Google's airplane terminal.

Dependence Businesses Restricted (RIL) plans to set up real centers of business enterprise in urban communities and towns, and RS 5,000 crore support, Jio computerized underlying asset, to put resources into the innovation – based endeavors.

One Mobikwik Frameworks Pvt Ltd, Gurgaon based start-up Advanced Wallet Mobikwik possessed and worked, the Nasdaq-recorded organization Net1, South Africa installments innovation organization has raised \$ 40 million.

KartRocket Delhi-based web based business advantageous to Kraftly, a portable first online-to-disconnected market went for little merchants used to help Japanese venture, US \$ 2 million, raising it us \$ 8 million financing round has been finished, people, and the item classes in India and locally established business people, for example, garments and parts of the day.

Mumbai-based infant mind items and youngsters' development and extension of its innovation, which helps the organization e-rear, Hopscotch in, \$ 13 million arrangement C round of subsidizing from Facebook fellow benefactor Eduardo Saverin has raised Mr. Forum.

Apple Inc. is set to put US \$ 25 million of every an innovation advancement focus in Hyderabad, the first outside the

Top level Indian IT firm Infosys Advances Restricted, is a little level of the offer cost of US \$ 3 million thunder, which is worn by competitors makes brought a US-based start-up movement of the tests.

Microsoft Ventures in India throughout the following five years, 500 of new Companies brood new businesses business is blasting in India with a dream to make a workable and gainful strategies for success.

Wipro wanders, the corporate wander arm of Wipro's \$ 100 million speculation/collaborating with the nation's regard for VCs in the US to seek after methodology of beginning period investment (VC) reserves in light of the plans.

Research firm Global Information Company (IDC), an examination in India soon surrendered organizations, industry and innovation drifts in the way shoppers act and get up to speed with by and large have alludes to execute.

The general limit is around 1 million square Dependence and US \$ 200 million general interest in the nation with a 650000 square-foot (sqft) server farm in India and is building a server farm in its tenth.

The aggregate sum of Foreign direct Investment (FDI) inflow into the instruction segment in India remained at US \$ 1.67 billion from April 2000 to December 2017, as per information discharged by Branch of Modern Approach and Advancement (DIPP).

India has consented to an advance arrangement with the World Bank under "Abilities Securing and Learning Mindfulness for Occupation advancement' (SANKALP) Undertaking to improve institutional systems for aptitude advancement.

Government Activities

A portion of the significant activities taken by the administration to advance IT and instructive administrations in India are as per the following:

The Telangana Government Innovation activities, keen urban areas, digital security including the digitization of the landmarks of instruction to coordinate on a large group of system arrangements goliath Cisco Framework marked an agreement with the association.

No less than two focuses in provincial India, the administration of India to set-up an opening of the battle, Executive Mr. Narendra Modi computerized India (IOT) "The Web of Things "five hatching place for new companies hoping to create answers for create brilliant agribusiness.

There are numerous individuals who are utilizing IT to give administrations to the Legislature of India and the Administration and the general population of India to consolidate divisions propelled a Computerized India program. "Advanced India Activity" industry driving advances, prodded by the reception of the US's GDP (Gross domestic product) will increment to \$ 550 billion to \$ 1 trillion by 2025 @help.

India's first Pradhan Mantri Kaushal Kendra (PMKK) for skilling in Savvy Urban communities has been introduced by the Service of Aptitude Advancement and Business, Administration of India in organization with New Delhi Civil Committee (NDMC) with the reason for expanding the pace of skilling through coordinated effort.

The Legislature of India is working towards enhancing the specialist populace proportion and has included more than 5800 PG situates in government universities this year, as indicated by Mr. Ashwini Kumar Choubey, Clergyman of state (Wellbeing and Family Welfare) Administration of India.

The Administration of India has consented to a Financing Arrangement with the World Bank for IDA credit of US \$ 125 million the "Abilities Fortifying for Modern Esteem Improvement Task (Endeavor) venture".

NITI Aayog is propelling the Coach India Battle which will unite pioneers and understudies at in excess of 900 Atal Tinkering Labs in India, as a component of the Atal Development Mission. Also, it has chosen more than 1,500 extra schools crosswise over India for setting up Atal tinkering Labs (ATLs) under the Legislatures of India leader program, Atal Development Mission (Point).

The Legislature of India will spend around 20,000 crores of rupees (US \$ 3.10 billion) to assemble six new Indian Foundation of Innovation (IITs) by Walk 2024, of which RS 7,000 crore (US \$ 1.08 billion) will be spent by 2020.

The Legislature of India has endorsed an unequalled record of over4000 post-graduation (PG) therapeutic seats to be included different restorative universities and healing centers for the scholarly session 2017-18, said by Mr. J P Nadda Association Priest for Wellbeing and Family Welfare.

ROAD AHEAD

India's IT organizations on the planet with high off sharing goal. Both on-shore and seaward administrations to its worldwide clients, conveying the advances that have demonstrated the capacities in India have the extent of top of the line IT associations offer a radical new arrangement of chances.

In 2030, it is assessed that India's advanced education will:

- Adopt transformative and imaginative methodologies in advanced education.
- Have an enlarged Gross Enrolment Proportion (GER) of 50 for every penny.
- Lessen state-wise, sexual orientation based and social divergence in GER to 5 for each penny.
- Emerge as a solitary biggest supplier of worldwide ability, with one of every four graduates on the planet being a result of the Indian advanced education Framework.
- Be among the best 5 nations on the planet in wording research yield with a yearly Research and development spent of US \$ 140 billion.
- Have in excess of 20 colleges among the worldwide best 200.

Different government activity are being acquainted with help the development of separation training market, other than concentrating on new instruction systems, for example, E-learning and M-learning.

1.3 ORGANIZATION PROFILE

Getmyuni is an understudy focus, which empowers understudy perfect from helping them to check for the right school to helping them find openings by understudy reviews and data bits of information.

Getmyuni was set up in 2014 by Upneet Grover and Hardik Thakkar, with a dream give longing for understudies an assortment of schools, universities and courses with understudy overviews to settle on a good choice for their specific callings. Allies since their days in Infosys, the twosome would constantly analyze considerations and were sure that they would start an association together.

Getmyuni.com is a times web contributed association and are one of the speediest creating school choice doors in India, dynamically used by different looking for Indian understudies to settle on their school decision. The association key estimations consolidate 4 million understudies month to month. Online visits 10 million month to month, Alexa rank 1200 at its zenith.

The association has influenced grounds to serve programs, strong referrals and in thing advancing projects and were lucky to have a respectable casual trade going around.

Once the association was bolstered by the Conditions Assembling in 2015 (\$50,000), we started to pick up the pace and started to see an action of 5000 people in a month which turned out to be liberally 10k consistently in the apex season. With a slight change in mien, the right contracts and an enormous measure of motivation we hit the 4 billion development stamp this year with 9 million online visits.

We believe we have started to have valuable result on the understudies by enabling them to settle on taught choices and getting them free educational managing from our confirmation counselors.

The association hope to create the strong school proposal instrument. We acknowledge at display a lot of understudies are being befuddled by separated master to suit themselves, and if there is a sensible portal, which bases an understudy's involvement, engravings and limits, using impelled

counts, to demonstrate to them a right plan of school proposals, that thing will be super accomplishment.

Getmyuni is an uncommonly straightforward informational stage. Getmyuni has more than 200 agents and an ordinary yearly salary of over \$ 1 million.

1.3.1 OUR MISSION

To have a constructive outcome on understudies by empowering them to settle on educated decisions and getting them the free scholarly advising from our confirmation instructors.

1.3.2 OUR VISION

Our vision is to fabricate the solid school suggestion device and turn into the most respected and reasonable instructive gateway.

1.3.3 OUR VALUES

A reasonable entryway, which bases an understudy's experience, imprints and capacities, utilizing propelled calculations, to give them a correct arrangement of college proposals, that item will be a super achievement.

1.4 OUR SERVICES

Getmyuni, a times web wander gives an arrangement of instructive administrations, which are as per the following:

- Review and administration check
- System development
- Testing and quality confirmation
- MBA schools, Official MBA universities, MBA Exams,
- Engineering schools, Building Exams,
- Campus Diplomat Program,
- Movement Courses,
- B.Com, BSC, BA, CA

- Fashion and Material Outline, Inn Administration
- Law, Mass Correspondence,
- MBBS, MCA, M.TECH, BCA, Drug store, M.SC

Courses Abroad: B-Tech, M-Tech, MBA, MS, GRE, GMAT, SAT, IELTS, TOEFL

1.5 AREAS OF OPERATIONS

Getmyuni Informative Organizations and Consultancy Association is definitively enlisted start-up. The association whose framework is very nearly 1 million, according to the FY17 ISO 9001 quality accreditation.

Since the supply is made like the need of the client, more appropriately understudies to have the ability to meet them with all the upgradation in the field of direction organizations. It is an informative help advantage section basically tackle the choices encompassed by the understudies.

Getmyuni is arranged in Taverekare, Bangalore and does their entire errand starting there inside.

1.6 INFRASTRUCTURE FACILITIES

Specialist of Getmyuni Informational Guide, have a run of the mill cognizance. The working environment there brought out organization attributes, headway and adaptability among delegates. Association underpins and recognizes the coordinated efforts.

Getmyuni Informative Consultancy enables the fun activities in the work environment premises which enhance laborer's affirmation and quiets weight. Various workplaces are given to laborers to empower recreations, for instance,

- Table Tennis,
- Badminton,
- Carom,
- Board entertainments,

Reliably association lauds family day at office. It offers opportunities to delegates to passes on with respect to the work put.

1.7 COMPETITORS INFORMATION

1 Collegebol,

2 Univariety,

3 Collegesearch

4 Collegedunia

5 CollegeDekha

6 htcampus.com

7 CAREERS360

8 Shiksha

1.8 SWOT ANALYSIS:

SWOT examination is a 2*2 grid through which the affiliation can end up familiar with its quality, deficiency, openings and risks. The SWOT examination gives an undeniable picture to a relationship as to where it ought to be improved, what are their odds et cetera.

STRENGTH:

1. Company has unique academic potential,
2. Company delivers innovative employee to all other companies.
3. Company uses a superior technology in order to meet the customer needs.
4. First page appearance on google thing,
5. Content association with top districts, for instance, Times gathering,
6. Dynamic closeness that grabs understudy's thought like point by point establishment profile page with photos, accounts, presents et cetera.

WEAKNESSES:

- 1 High Attrition rate,
- 2 Low pay,
- 3 High wearing out rate,
- 4 Digital media can be particularly frustrating. Frequently propels don't fill in of course and overseeing such issues can require some genuine vitality and unfaltering quality.

OPPORTUNITIES:

- 1 Increasing on the web feature, it offers association to develop their association base.
- 2 Company's assessing power is incredible, therefore it has opportunity to attract more customer within the near future.
- 3 Digital publicizing is also more present in India,
- 4 India has in excess of 350 schools and 17,600 colleges,
- 5 Low cost of publicizing,

THREATS:

1. As an association is a startup, other assumed associations give extraordinary competition to the association,
2. Technical perils,
3. Economy log stick,
4. 4. All the contenders (Collegedekho, Collegedunia, and Sarvgyan) are changing their frameworks and arranging new ones to get publicize.

1.9 FUTURE GROWTH PROSPECTS

Future development prospects implies indicating understanding of the organization's development in the market. The future development tells about the organization's future arranging of their business.

Looking the present patterns, it is normal that online instruction market will witness extensive development in the following five years and out yonder learning programs. However these courses are constrained to hypothetical substance presently, appropriation of virtual classrooms idea could get a viable part the online medium.

Aside from that, more number of understudies, particularly from level 2 and level 3 urban communities are required to embrace diverse online channels to get ready for aggressive exams. This is thinking about the constrained choices accessible for disconnected test readiness at these spots.

Half and half Model is required to get exchange in future, where disconnected players are relied upon to develop disconnected focuses to give classrooms-like involvement to understudies. Additionally, gamification, the approach of presenting fun components like computer game outline in learning, is probably going to get ubiquity in India.

According to the report, a few players have just begun entering the space keeping in mind the end goal to upgrade commitment of students.

The following are the some future arranging of the organization:

- 1 The organization going for the development of their business in the universal level,
- 2 The organization is attempting to diminish its obligation later on,
- 3 In the not so distant future the organization is endeavoring to dispatch the application,
- 4 The organization wanting to give more significance to their corporate preparing and administrations sooner rather than later.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

The association is said to be the point at which the clients know about the items and administration of the organization. Client's mindfulness is one of the parts of organization's promoting plan. The client mindfulness is process in which business visionary do different activities with a specific end goal to pull in the consideration of the client. Despite the fact that the client mindfulness the business can pull in the more number of client which causes the client to get the alluring results from their item.

Services awareness programmes has certain objectives, those are.

- To make a decent brand picture in the brains of the client,
- To get by in the aggressive market with an appropriate brand picture,
- Through the powerful client mindfulness program, the beginning can come to the focused on populace,
- The programs causes the client to know the items and administrations the beginning gives,
- The program of client mindfulness gives the obvious picture about the advantages of the items and administrations to clients,
- It builds the client certainty about the item and administrations of the organization,

2.2 ELABORATIVE INFORMATION ON TOPICS

What is necessity of building awareness program for clients?

In the present situation the client mindfulness program has turned out to be essential for each organization due to the focused condition in the market the client mindfulness program is imperative to acquire mindfulness the psyches of the client about the organization's item and administrations. This mindfulness program helps in building better purchaser learning about the

item. The organization should outline the mindfulness design such that it can reach to greatest potential client. The mindfulness program causes the start to get the interest for their item and administrations.

The client mindfulness program encourages the association to catch new market and to acquire mindfulness the psyches of the client.

The association could raise its USP while arranging the mindfulness program which helps in drawing in more client.

3 Steps to Building Customer Awareness

Before building the mindfulness the business visionary should design the program I. e he should settle the objective market, directed client and what all viewpoints disclosed to them about the item and administrations by utilization of promoting devices.

The three main steps explain customer awareness programme:

1. In the first stage. It makes attention to client by utilization of channels with reference to organization. The organization needs to speak more about the issue at this stage. The object is to make client mindful about the issue. Raise the level of awareness through a sensible message,
2. In the second stage. Help client in finding the arrangement the issue. Snatch the consideration of the client by offering the arrangement from the organization as the more appropriate approach to tackle the issue.
3. In the third stage, the organization needs to give the item and administrations at the best answer for their concern. Also, clients realize that what issue they are confronting. It is simple for them to comprehend that they can beat their concern with the assistance of the item and administrations offered by the organization.

Consumer Awareness: how to talk to people who do not know what they needed.

On the off chance that your item and administrations is the best answer for the issue of the client, at that point scientist work is relative basic. You simply need to moderate clients why your item

and administrations is the best there and it is the most straightforward approach to do this is by flaunting your USP. More often than not you can likewise contend on your cost. On the off chance that your client is as of now searching for the item and benefits, and isn't joined by a specific brand, you should simply to persuade them that your image is the best answer for their concern.

This is the place the familiar axiom "Manufacture a superior racket, and the world will beat a way to your entryway comes."

Stages of Consumer Awareness.

A great deal of advertisers today are confronting these issue. "How would I offer the advantages of my image over those of my rivals when my client don't know what they required of my item and administrations? There is no reason for yelling about how you are the best at 'whatever it is' if individuals don't know they require item and administrations. The cruel truth is: nobody cares.

In what capacity may we impact them to think about our thing and organizations?

This is the place its gets to some degree confounded? The incite response you inclined to get when you influence this request: "To do we need to extend check awareness?!!" Everything considered, blog displaying about brand unwavering quality, the bewildering warm slant about brand, people and whatnot.

Right when people don't know they require something, by then it isn't essential to impact them to consider the brand. To begin with you need to extend the brand care, trailed by a response for the issue looked by the customer and next thing or organizations care, and at precisely that point you would scan for check care.

This leads to a 3 stage customer journey:

1. Need to create awareness: This is the essential period of the customer travel. In this customer don't perceive that they require respond in due order regarding their worry. At this situation it is association occupation to exhibit the customer that they have the issue. By exhibiting to them that they are in require. Association can make them careful about the problem.

2. Present the fundamentals plan: In this stage the delegate shows the best response for the customer needs or issues at first stage your manner of thinking is simply careful about the issue yet in this stage the association needs to base on the client and their needs.

3. Sell your products and services as best solution for problem: In this stage, the customer will deal with the issue, and they have supported approach to manage dealing with the issue is utilizing the thing or organization. Association task is right now to show that customer must buy course of action from you, interfacing this game plan with your picture in the customer's cerebrum. This is simply the point that empowers you to talk about yourself.

Creating customer awareness and loyalty

The company uses a variety of means to increase service awareness of the Getmyuni Educational Consultancy. Those are:

- Advertising – Sending messages to customer using the media to light up or affect the overall public who get it about our organizations.
- Consumer Support – Giving a customer reinforce advantage, both when the arrangement has been set apart to ensure that customers are content with the acquired.
- Consumer immovability – The headway of a long - term relationship with customers by giving nature of organizations and after arrangement organizations.
- Trade reinforce - To give assistance.

2.3 LITERATURE REVIEW

• **DOS and others. (1993).** He considered the factual connection between IT spending and execution measure, for example, benefit or investor. It was discovered that there is huge connection between IT spending and the measure of benefit, which implies spending on data innovation of the item.

• **Koann, Christian, Daniel Von Felten, Schmid Mrjam. (2004).** Open mindfulness about office administration. Review of this work is to create open consciousness of pilot testing system and notoriety of business offices (FM) administration as a division. It was the plan and execution of the national overview that delegate region of populace to decide the level of open mindfulness

and the notoriety of the Service of outside Issues. The outcomes give altogether different picture and give a thought of enthusiasm for understanding an assortment of mouth.

- **Hoyer, Masenis. (2008).** Mirrors the general choices of shopper utilization with regards to the ownership and utilization of products and ventures, exercises, encounters, individuals and thoughts through the units of (human) basic leadership conduct (extra minutes).

- **Kotler and Armstrong. (2004).** The conduct of the client alludes to purchasing conduct of definite shopper people and family units that purchase products and ventures for individual utilization. All these end purchaser meet up to remunerate the shopper advertise.

- **Ashfaq Ahmed and Bashir Rubina.** Explore the level of learning of the customer and choices to utilize the customers in the Islamic saving money Administration. This examination inspects the level of client information about the items and administrations offered by Islamic bank to assess the choice to utilize administrations to client in Pakistan, a nation with a Muslim populace of just about 98%. Its point is to consider the possibility of-Ville Promoting model as for Islamic managing an account is chosen urban communities in Pakistan.

- **Peter F Drucker (1988) was fitting to state.** "It is buyer who figures out what it is to work. What does the buyer think, what he sees as "esteem" is essential what figures out what is working and what it produces and on the off chance that it will thrive. "The acknowledgment of the significance of utilization even in the early periods in which Adam Smith (1776) specified that "utilization is the main extreme end of all creation".

- **Hanzaa, Kambez haydarzadeh, Yazd and Ronakmirzaa. (1986)** Class mark impact, mark mindfulness and cost on two central point of shopper conduct, the client and estimation of their aims. This paper check factors that influence client conduct and esteem goals utilize auto purchasing conduct. The creators give a worldwide structure to the estimation of the client model and test with the broadened esteem items. In view of the hypothetical origination of already tried test structure and drivers, 268 autos (206) electronic and estimated factors were studied.

- **Barnes, Bradley Morris + DS. (2001)** Nature of awareness explores through inner advertising: An exploratory investigation between French organizations and medium sizes English organizations. The reports gathers the aftereffect of exploratory examination is a piece of research program intended to explore the significance and significance of inside advertising as a system to

enhance quality inside the medium-sized organization. Current writing has a tendency to accentuate firm size as an inward advertising variable and aggregate quality administration factors.

•**Schiffman and Cannock. (1978).** Purchaser conduct is the conduct appeared by buyers in the scan for items, administrations, thoughts, gain, utilize and assess that they hope to address their issues. "For this situation, the utilization of the term" assessment "by Schiffman and Cannock with regards to the repurchase. On account of the principal buy of the main assessment of the customer mind lastly reception or item. Buyer conduct is associated with the online buy.

Talent-Runnels, et al audited the writing for educating and learning on the web, "Exploration comes about demonstrates a negative relationship between the effect scores and teacher assessments. The more understudy experienced specialized issues, the lower they evaluated their teachers, exhibiting a requirement for specialized help for the courses.

...**They (Davidson – Shivers, Tanner, and Muilenberg (2000)** discovered that talks gave an immediate, prompt condition for reactions, while listserv reactions were deferred yet more engaged and intentional. These specialist contemplated that in offbeat dialogs, understudies had more opportunity to consider their reactions and that the expanded reasoning time enhanced the profundity and nature of reactions.

“...**Berge (1999)** brought up that the instructional plan, instead of the conveyance framework (email talk sessions, listserv, and so forth), influences the nature of online dialogs, and discovering that happens... basic to understanding on the web training is to understand that they include a continuum from educator focused to understudy focused investment... ”

“**The (Im and Lee 2003/2004)**

Discovered that synchronous discourses were more helpful for advancing social associations and offbeat talks were more valuable for undertaking focused correspondence. In light of these outcome Im and Lee proposed that synchronous and non concurrent talks ought to be utilized for various training purposes in online courses... ”

Edosomwan, 2011

Portray online networking as a reality that has changed the interface and correspondence of people everywhere throughout the world. They have completed a subjective report by portraying the highlights and how online networking has developed over the time. They have too talked about CyWorld, Facebook, Lunar Storm, You Tube, Twitter and MySpace. They additionally talked about the best circumstances where online networking can be utilized viz., to impart appropriately between the administration and the representative, to influence representatives to work proficiently in groups and to share thoughts, and so on.

Guba & Lincoln, 1991

Many marketers wants to tick the social media box in process and show how innovative and cutting edge they are, while the primary forces of their campaign remain surrounded in traditional media.

CHAPTER 3

RESEARCH DESIGN

3.1 TOPIC OF THE STUDY

When company wants to increase customer awareness about services provided by them to attract more customer to increase in market share than company need to implement strategies and tactics often in order to get more customer. The need for the study is to understand whether the customer awareness do have an impact on company market share.

3.1.1 STATEMENT OF THE PROBLEM

“A study to evaluate the effectiveness of a planned service awareness programme among the college students”.

3.2 NEED FOR THE STUDY

At the point when organization needs to expand client mindfulness about administrations gave by them to draw in more client to build its piece of the overall industry than organization needs execute techniques and strategies frequently with a specific end goal to get more client. The requirement for this investigation is to comprehend whether the client mindfulness do affect piece of the pie.

3.3 OBJECTIVE OF THE STUDY

1. To study the level of awareness of Getmyuni Educational Consultancy.
2. To find different comprehensive media to build attention towards advertisement.
3. To discover potential market of Getmyuni educational Consultancy.

3.4 SCOPE OF THE STUDY

The study on student’s awareness which covers the entire Bangalore city the imperative of the examination is around 10 weeks. The overall population has been incorporated for the review.

3.5 RESEARCH METHODOLOGY

Methodology clarifies techniques used for gathering data to the steps which are as following:

3.6.1 RESEARCH PLAN

1 Descriptive Research:

Descriptive research design has been used. It is evidence based research design where quantifiable information is gathered and used for statistical inference (SI) on target population through data analysis.

2 Exploratory Research:

Exploratory Research is concerned with finding general way of the issue and the factors that are identified with the research study.

3.6.2 TYPES AND SOURCES OF DATA

For this research study two types of research source are collected and those are:

- 1) Primary Data
- 2) Secondary Data

Essential information:

These are the indigenous sources which are straightforwardly gathered by the specialist himself and these information are not accessible in any or the other shape from any of the scientist. The information is gathered through the structure poll in this examination.

Primary data:

This are the indigenous sources which are directly collected by researcher himself and these data are not found in any other researches. The data is collected through the structure questionnaire in this study.

Secondary Data:

Secondary data is the data which is readily get on public source like articles, reports, and websites and company magazines. In this study company website, report and articles are used as secondary sources.

3.6.3 SAMPLING.

Sampling Design: Simple Random Sampling

Sampling Frame: General Public

Time Periods: 72 days

Sample Size: 100

3.6.4 MEASUREMENT TECHNIQUES

QUESTIONNAIRE

It demonstrates the most broadly perceived kind of estimation of information. To such a degree, as much its capacity is estimation.

The Poll configuration included Open-finished inquiries, Various Decision inquiries, and Dichotomus questions.

Open-Ended Questions

The inquiries leave the respondents don't hesitate to give the appropriate responses that appear to be fitting in the light of the inquiries.

A poll was incorporated that directed an open finished inquiry to learn the desires of respondents in life coverage.

Multiple Choice Questions

Various choices are immediately trailed by a summary of possible from which the respondents must pick one option.

Dichotomus Question

Dichotomus questions addresses an absurd sort of the various choice address, allow only two responses, for instance "Yes or No".

Utilize these kinds of inquiries to see whether the respondents know about Getmyuni Instructive Administrations Pvt. Ltd. furthermore, the administrations gave by them.

Rating Scales

The utilization of assessment requires a measure to put the attributes of network of the question being assessed in a specific point along the chain of the required classifications numerically. Spotlight on the size of assessment, qualities, by and large, towards the question. Review protest containing the property.

3.7 Hypothesis Framework:

Null hypothesis (H0): There is no significant relation between awareness of service and overall satisfaction level.

Alternative hypothesis (H1): There is significant relation between awareness of service and overall satisfaction level.

Dependent variable is overall satisfaction level and independent variable is awareness of services.

3.6.5 Statistical Tests:

The statistical tests used in this study are MS-Excel, percentage Analysis, AN, SPSS. Let's see the meaning of the statistical tests and what are the uses of these tests?

Correlation:

Correlation is statistical technique and that is factual method that can demonstrate whether and how unequivocally combines of factors are connected.

SPSS:

The SPSS stands for Statistical Package for the Social Services. It is the software package which is used for the logical batched (LB) and non batched statistical analysis.

3.8 LIMITATIONS OF THE STUDY

1. There was a limited time constraint provided for the study,
2. As the company is private limited, some of the information was kept confidential,
3. Some of the respondents hesitated to provide their opinion,
4. Some of the respondents did not given valid information

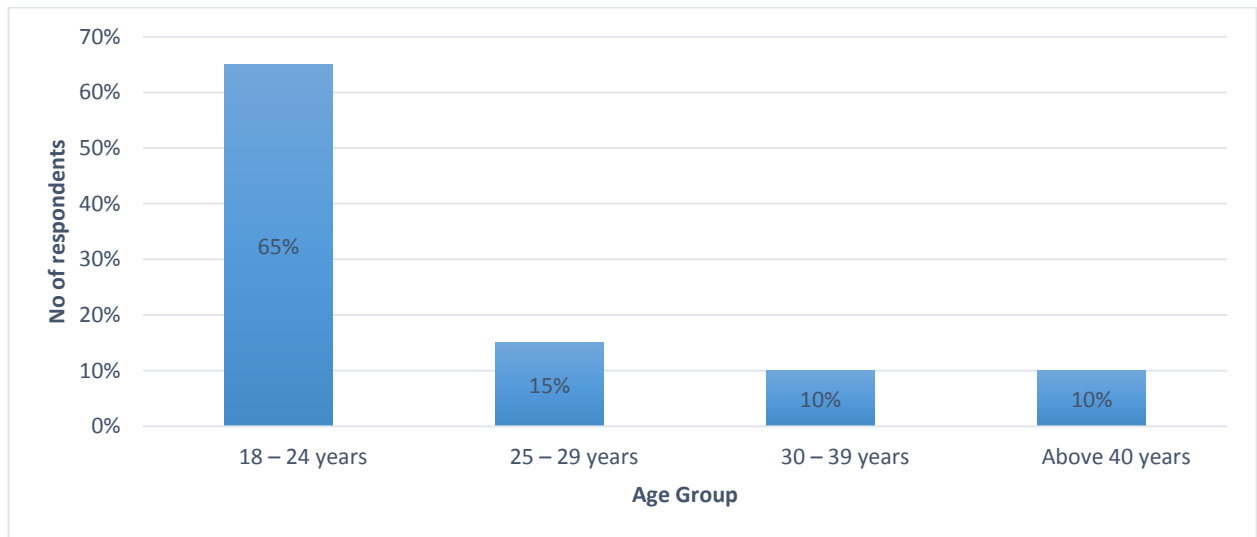
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Table showing Age

AGE	No of Respondents	% of respondents
18 – 24 years	65	70%
25 – 29 years	15	14%
30 – 39 years	10	10%
Above 40 years	10	6%
Total	100	100%

4.1 The chart showing age group of respondents



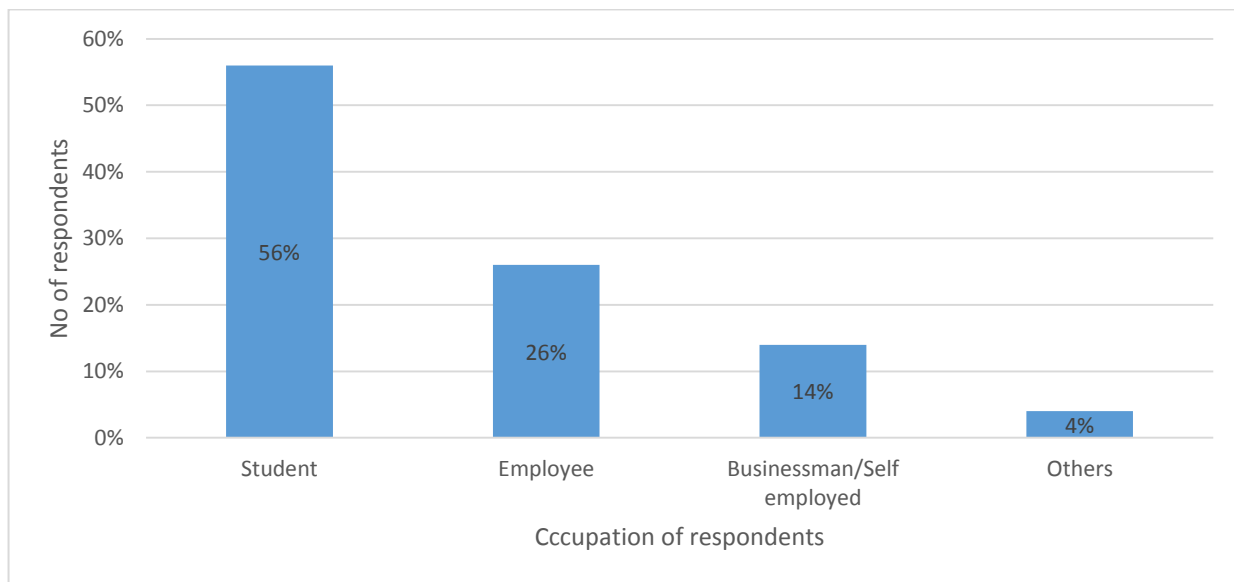
Interpretation:

From the above table 65% of respondents are between the age of 18-24, 15% of respondents belong to the age group of 25-29, 10% of respondents are under the age group of 18 – 24 Years.

4.2 The table showing occupation of respondents

Occupation	No of respondents	% of respondent
Student	56	56%
Employee	26	26%
Businessman/Self employed	14	14%
Others	4	4%
Total	100	100%

4.2 The chart showing occupation of respondents

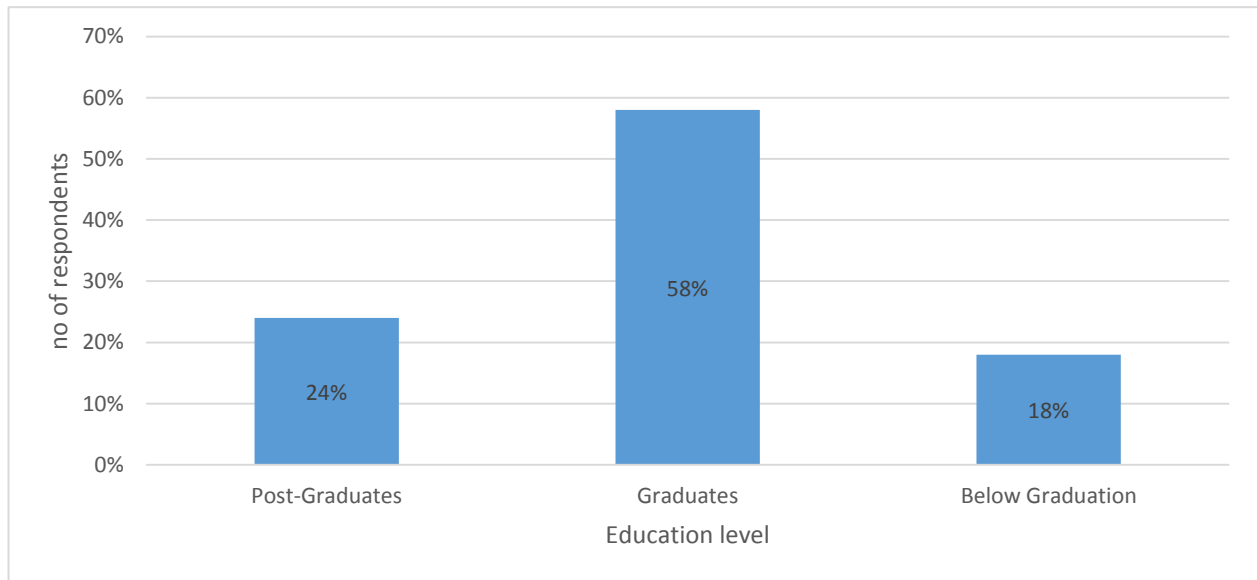


Interpretations: From the chart the most of the respondents are students so education services of Getmyuni Educational Consultancy are more popular and employees are aware of the company through word of mouth communication.

4.3 The table showing educational level of respondents.

Education Level	No of respondent	% of respondent
Post-Graduates	24	24%
Graduates	58	58%
Below Graduation	18	18%
Total	100	100%

4.3 The chart showing Education level of respondents

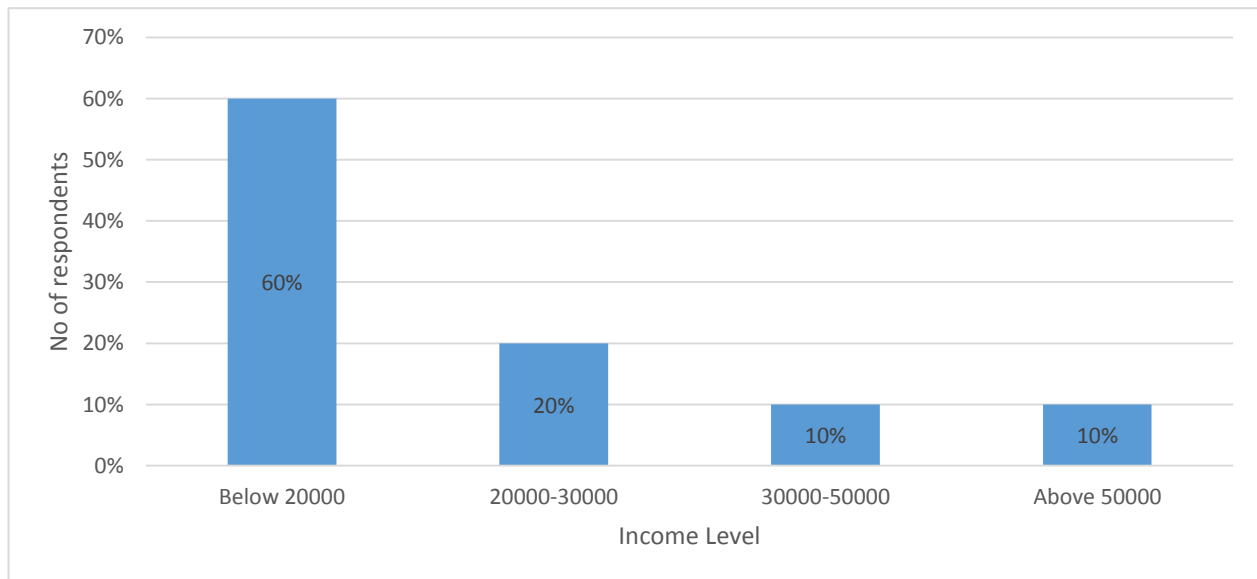


Interpretation: From the chart it is observed that 58% of the respondents are graduates and 24% of the students are post graduates they wanted to increase their skills through services offered by Getmyuni Educational Consultancy.

4.4 The table showing income level of customer / month

Income	No of respondent	% of respondents
Below 20000	60	60%
20000-30000	20	20%
30000-50000	10	14%
Above 50000	10	6%
Total	100	100%

4.4 The chart showing income level of respondent per month



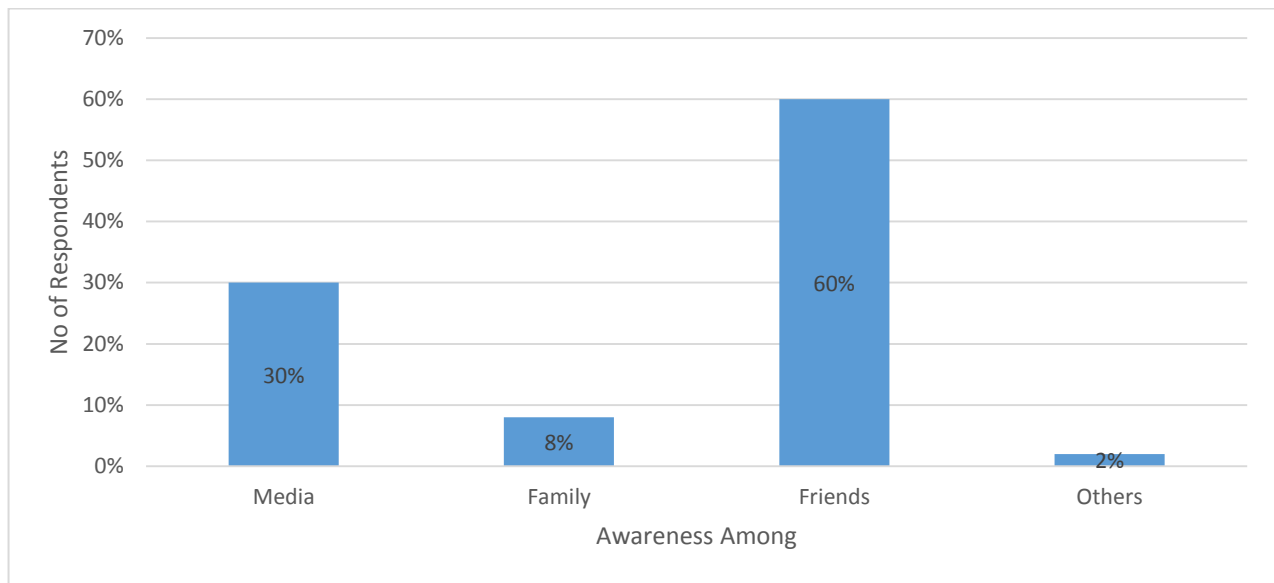
Interpretation:

From the chart it is found that majority of the respondents income level is below 2,000/month, i. e 58% of the respondents go through the offered by Getmyuni Educational Consultancy, respondents wanted to increase their monthly income by certified programs.

4.5 The table showing awareness about Getmyuni Educational Consultancy

Channel	No of respondents	% of respondent
Media	30	30%
Family	8	8%
Friends	60	60%
Others	2	2%
Total	100	100%

4.5 The chart showing awareness about Getmyuni Educational Consultancy



Interpretation: From the above survey it is observed that the more and more respondents about the services offered by the Getmyuni Educational Consultancy, came to know by their friend i. e 60% so this means word of mouth of company is good.

4.6 The table showing customer awareness about marketing plans adopted by the company to increase company awareness.

Awareness level	No of respondents	% of respondent
Yes	56	56%
No	44	44%
Total	100	100%

4.6 The chart showing awareness of marketing plans adopted by the company to increase company awareness.



Source: primary data collected through questionnaire

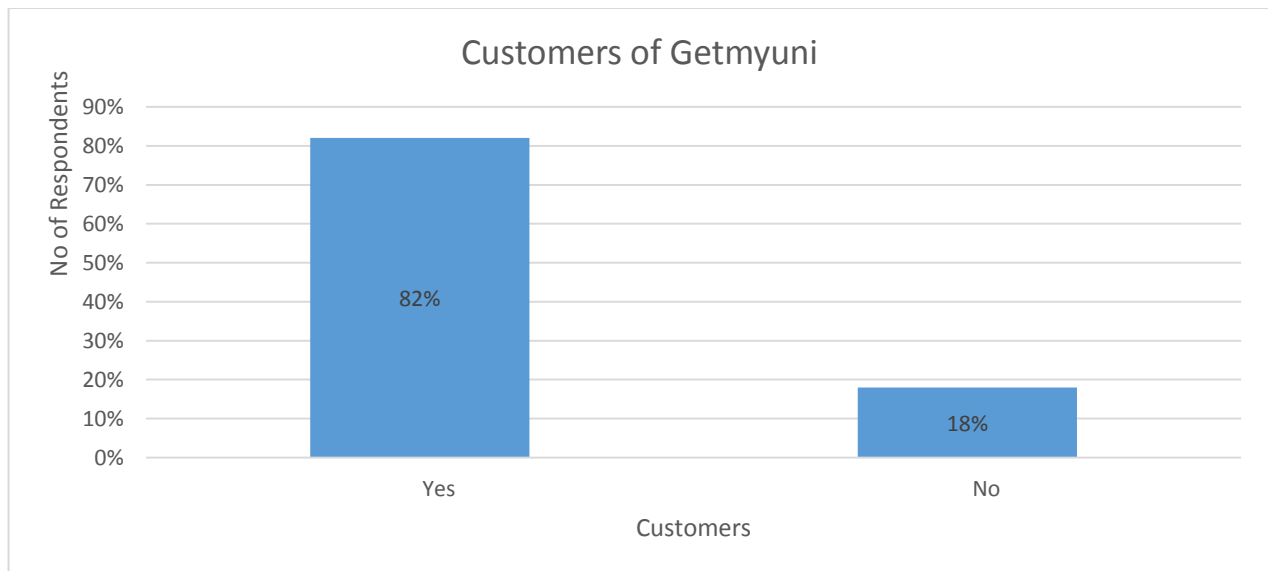
Interpretation:

From the above survey it is observed that the most of the respondents are aware of marketing plans adopted by the company i. e 56% of respondents are not aware of that it is good in market and company has to give more importance on its marketing plans.

4.7 The table showing customers of Getmyuni.

Particulars	No of respondents	% of respondent
Yes	82%	82%
No	18	18%
Total	100	100%

4.7 The chart showing customer of Getmyuni.



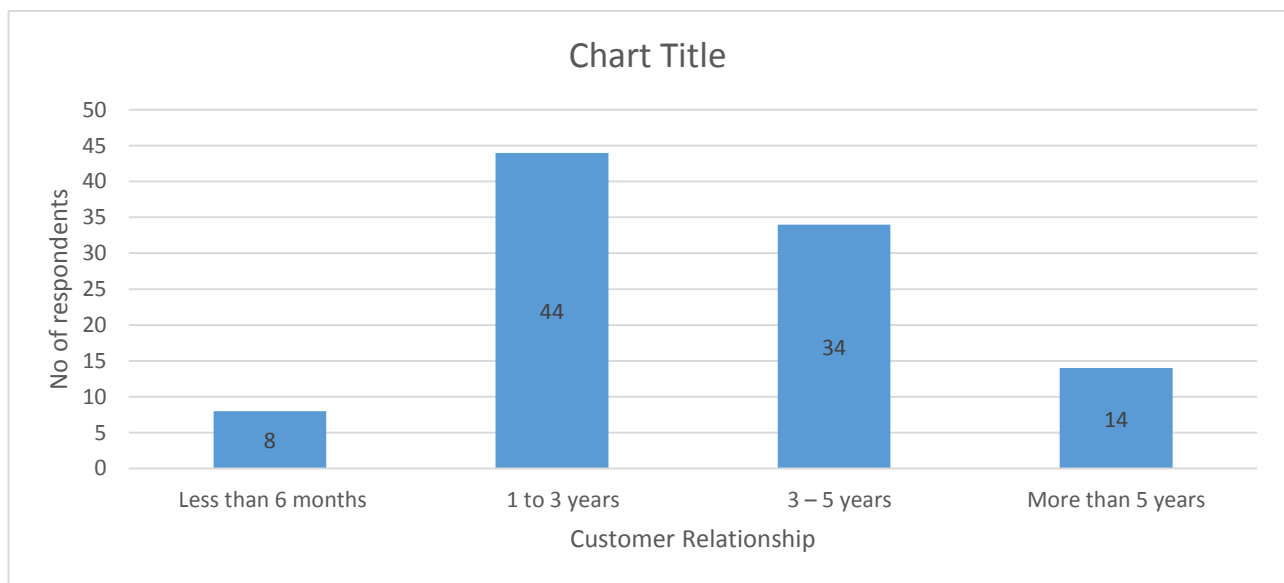
Interpretation:

From the above survey it is observed that most (82%) of the respondents are customer of Getmyuni company and its appreciable for the marketing plans and still it has to increased its awareness level as 18% of respondents are still not a customer of company.

4.8 The table showing customer relationship with company

CR	No of respondents	% of respondent
Less than 6 months	8	8%
1 to 3 years	44	44%
3 – 5 years	34	34%
More than 5 years	14	14%
Total	100	100

4.8 The chart showing customer relationship with company



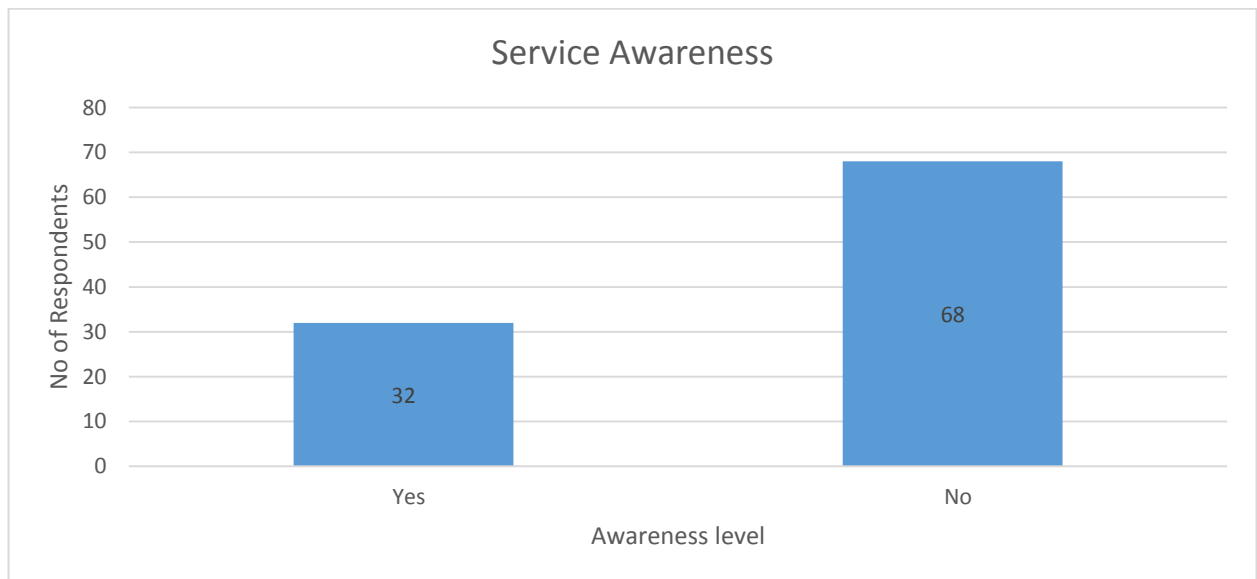
Interpretation:

From the above survey it is observed that 44% of respondents are with the company from 3-5 years it is appreciable that company is good at retaining customer and still company has to increase its quality so that 34% of respondent who are with company from 1-3 years would increase.

4.9. The table showing how many customers are aware of all the services provided by Getmyuni.

Particulars	No of respondents	% of respondent
Yes	32	32%
No	68	68%
Total	100	100%

4.9 The chart showing how many students are aware of the services provided by the Getmyuni Educational Consultancy



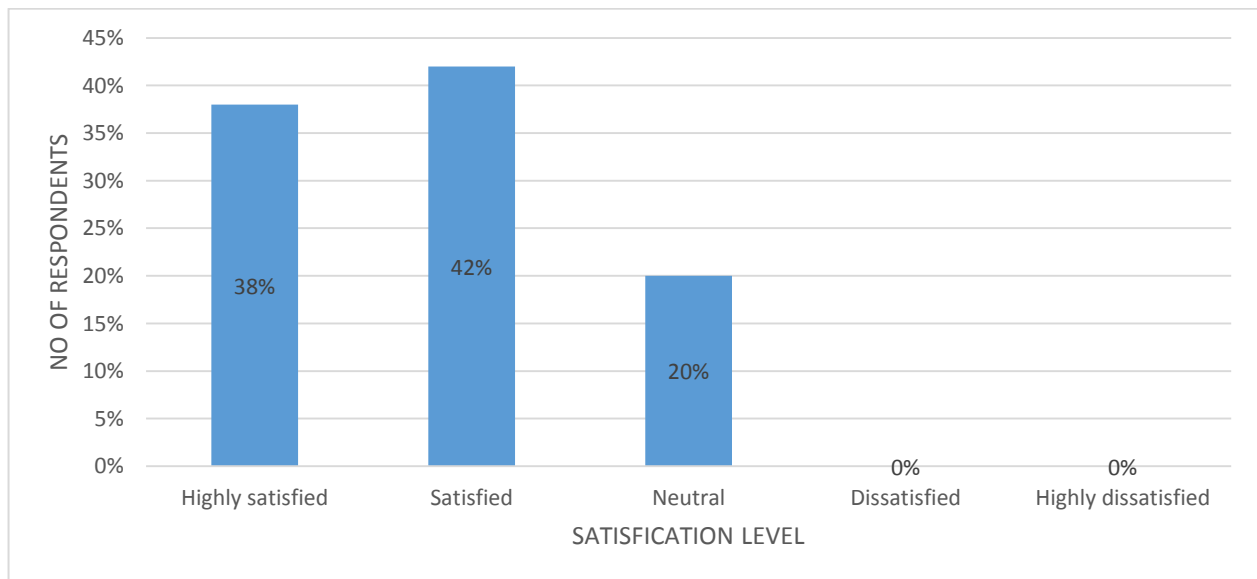
Interpretation:

From the above survey it is observed that 68% of respondents are not aware of all services the services offered by Getmyuni Educational Consultancy and 32% of respondents are aware of that so company has to increase its marketing programme so that all the customer should aware of all the services provided by the company.

4.10 The table shows customer overall satisfaction with the company.

Satisfaction	No of respondent	% of respondent
Highly satisfied	38	38%
Satisfied	42	42%
Neutral	20	20%
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	100	100%

4.10 The chart shows the customer overall satisfaction with the company.



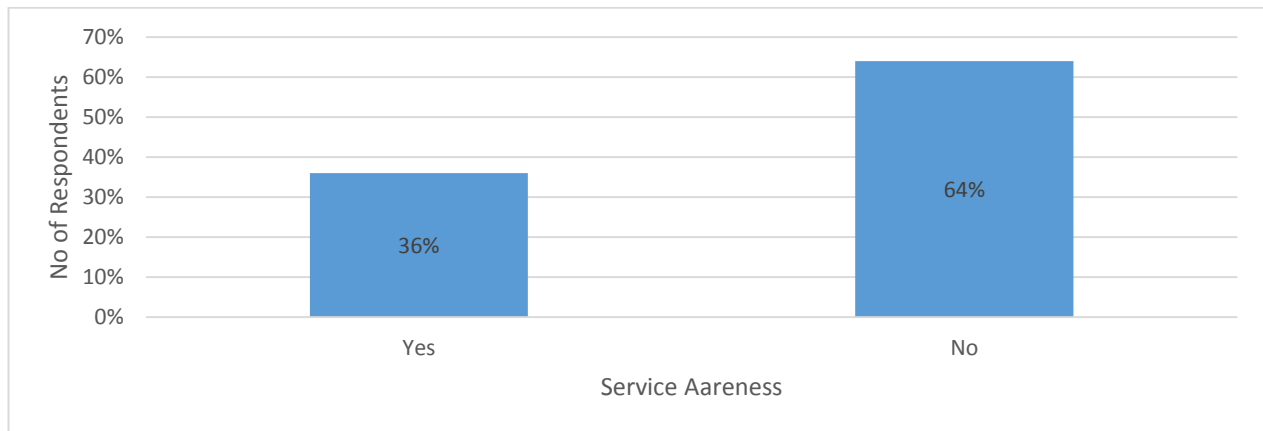
Interpretation:

From the above survey it is observed that most of the customer are overall satisfied with the company i. e 42% are satisfied and 38% are highly satisfied still has to increase its quality of services so neutral customer 20% should decrease so to increase its goodwill.

4.11 The table showing that customer awareness of company new service that is online study courses?

Particulars	No of respondent	% of respondent
Yes	36	36%
No	64	64%
Total	100	100%

4.11 The chart showing customer awareness of company new service that is online study courses.



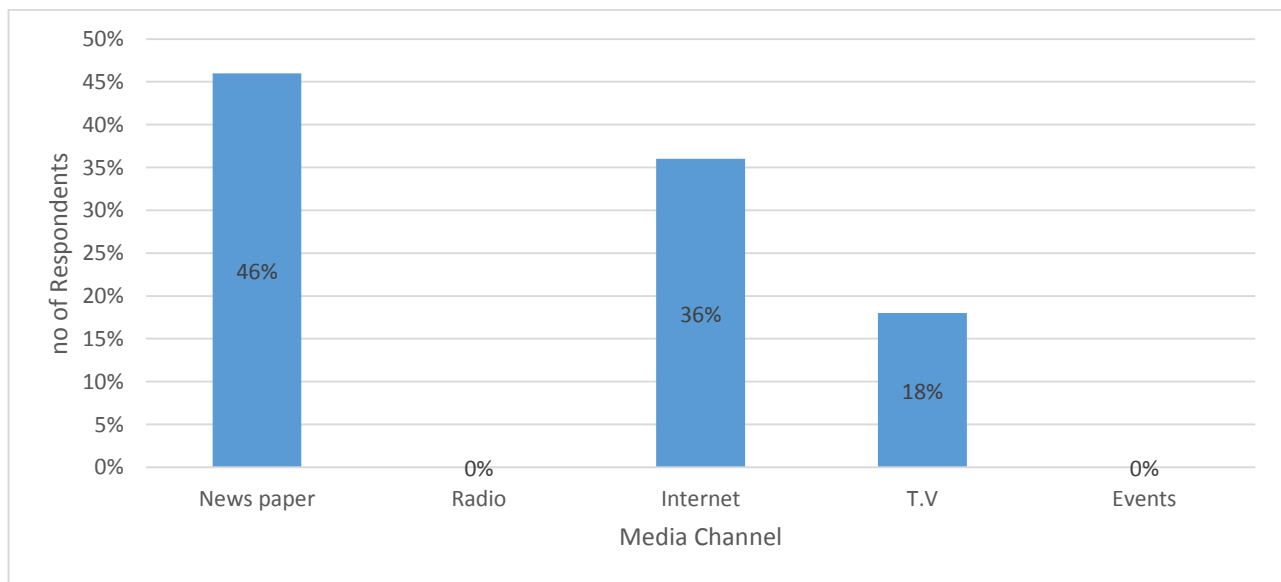
Interpretation:

From the above survey it is observed that most 64% of the customer are not aware of company new services that is online study courses so now company before launching its services should make marketing plan to increase its awareness level.

4.12 The table shows the media through which customer came to know about the services Getmyuni Educational Consultancy.

Media	No of respondents	% of respondents
News paper	46	46%
Radio	0	0%
Internet	36	36%
T.V	18	18%
Events	0	0%
Total	100	100%

4.12 The chart shows that media through which customer came to know about the services of Getmyuni Educational Consultancy.



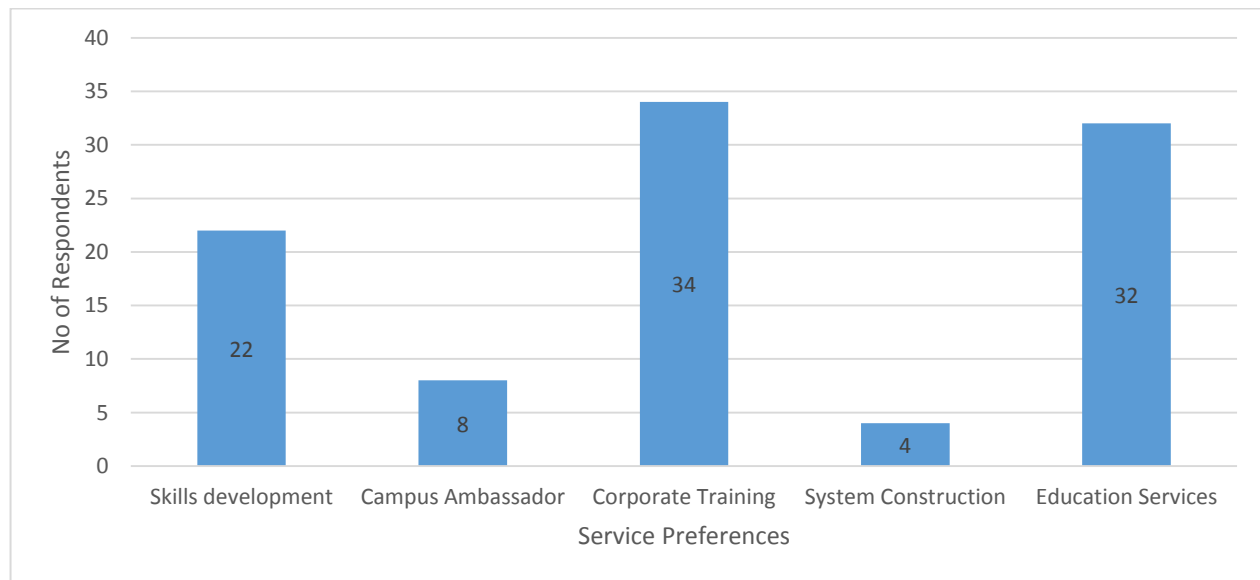
Interpretation:

From the above survey it is observed that Newspaper media of advertising is the best at Getmyuni Educational Consultancy because 46% of respondents are came to know about the services of company and internet source also plays the vital role in increasing customer awareness.

4.13 The table shows that the customer preferred service of company.

Services	No of respondents	% of respondent
Skills development	22	22%
Campus Ambassador	8	8
Corporate Training	34	34%
System Construction	4	4%
Education Services	32	32%
Total	100	100%

4.13 The chart shows that the customer preference service of company.



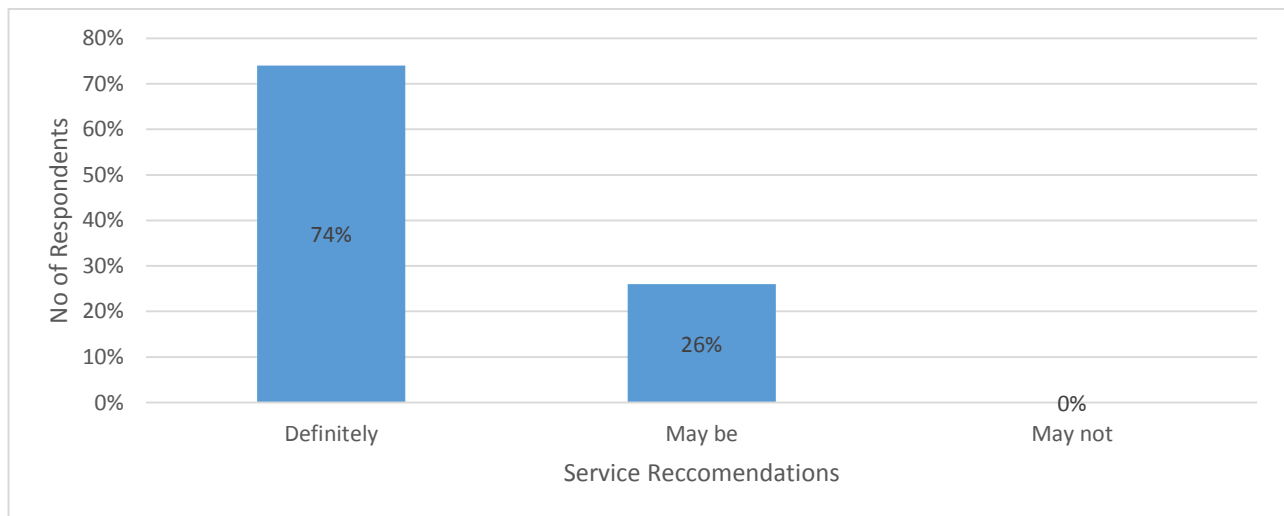
Interpretation:

From the above survey it is observed that more and more customer 34% customer prefer corporate training and 32% of respondents prefer Education services so company Education service playing very important role revenue.

4.14 The table shows that the customer recommendation to others in terms of rating scale?

Recommendations	No of respondent	% of respondent
Definitely	74	74%
May be	26	26%
May not	0	0%
Total	100	100%

4.14 The chart shows that the customer recommendation to other in terms of rating scale.



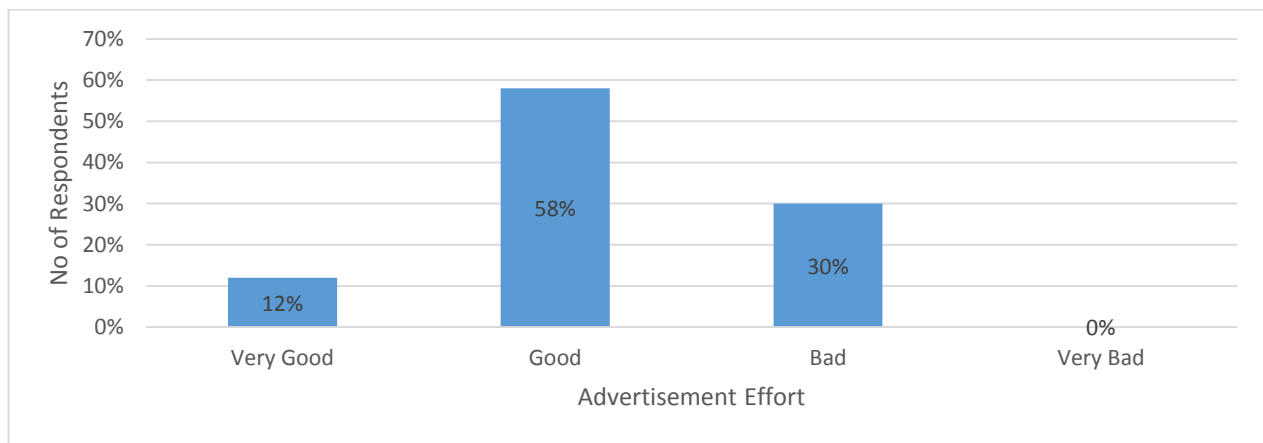
Interpretation:

From the above survey it is observed that 74% of respondents will recommend the company services to others so here the company has succeeded in satisfying customers.

4.15 The table shows the advertisement effort of Getmyuni in rating scale.

Advertisement Effort	No of respondent	% of respondent
Very Good	12	12%
Good	58	58%
Bad	30	30%
Very Bad	0	0%
Total	100	100%

4.15 The chart shows that the advertisement effort of Getmyuni Educational Consultancy in rating scale.



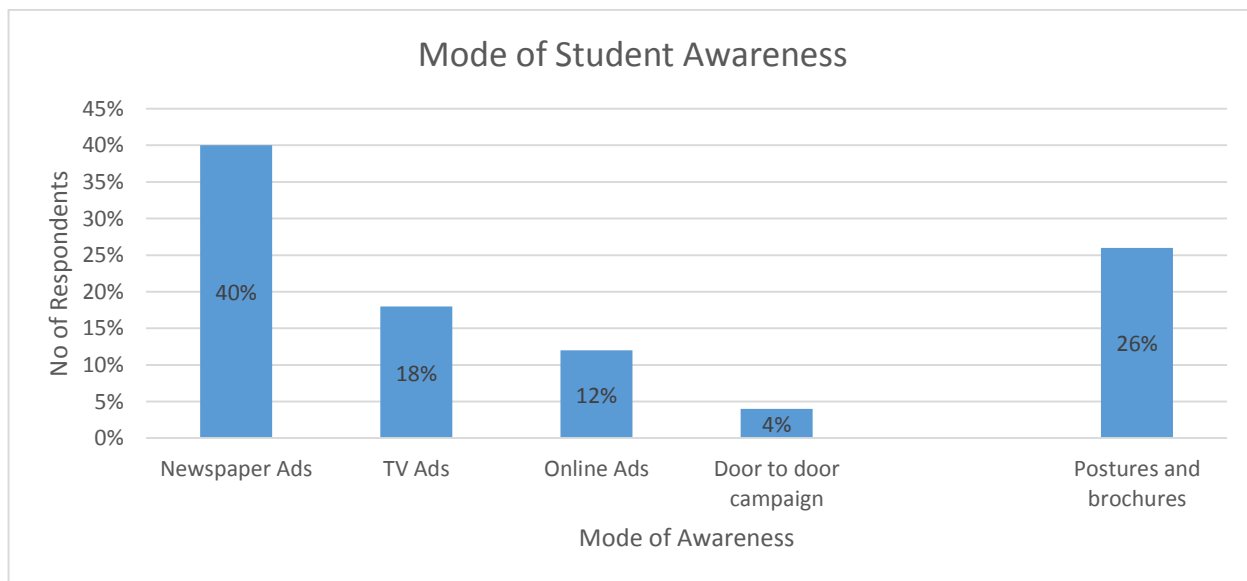
Interpretation:

From the above survey it is observed that the most 58% of respondents says that advertisement efforts of Getmyuni Educational Consultancy company is good so marketing plans are working in Market.

4.16 The table shows that mode customer awareness campaign respondents felt most effective.

Campaign Awareness	No of respondents	% of respondents
Newspaper Ads	40	40%
TV Ads	18	18
Online Ads	12	12%
Door to door campaign	4	4%
Postures and brochures	26	26%
Total	100	100%

4.16 The chart shows that the mode of customer awareness campaign respondents felt most effective.



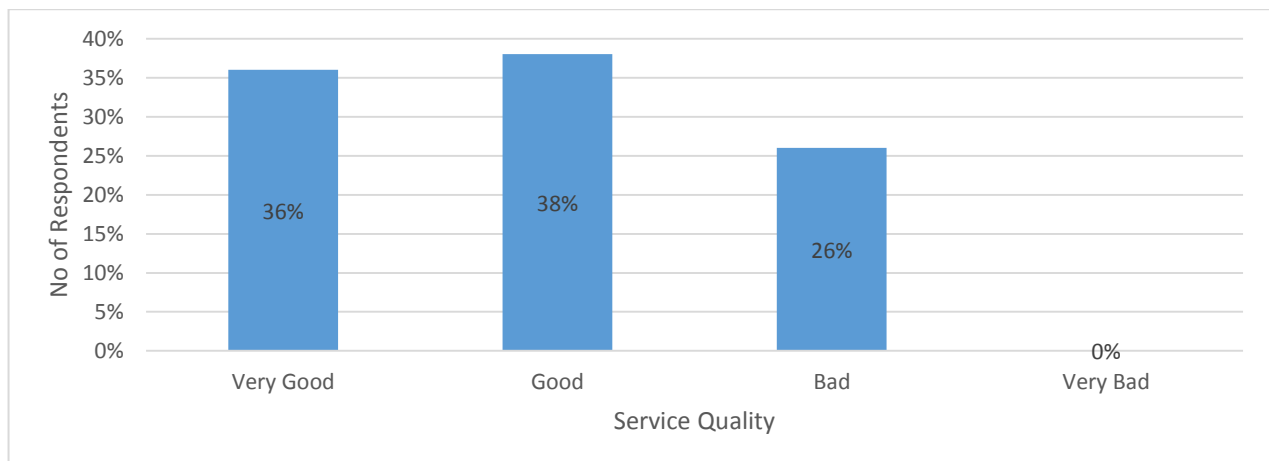
Interpretation:

From the above survey, it is observed that more and more respondents feel Newspaper ads are more effective i. e 40% respondents and 26% respondents feel that postures and brochures are also effective so company has to carry newspaper ads.

4.17 The table shows that customer rating on service quality of Getmyuni Educational Consultancy.

Service Quality	No of respondent	% of respondent
Very Good	36	36%
Good	38	38%
Bad	26	26%
Very Bad	0	0%
Total	100	100

4.17 The chart shows the customer rating on service quality of Getmyuni educational Consultancy.



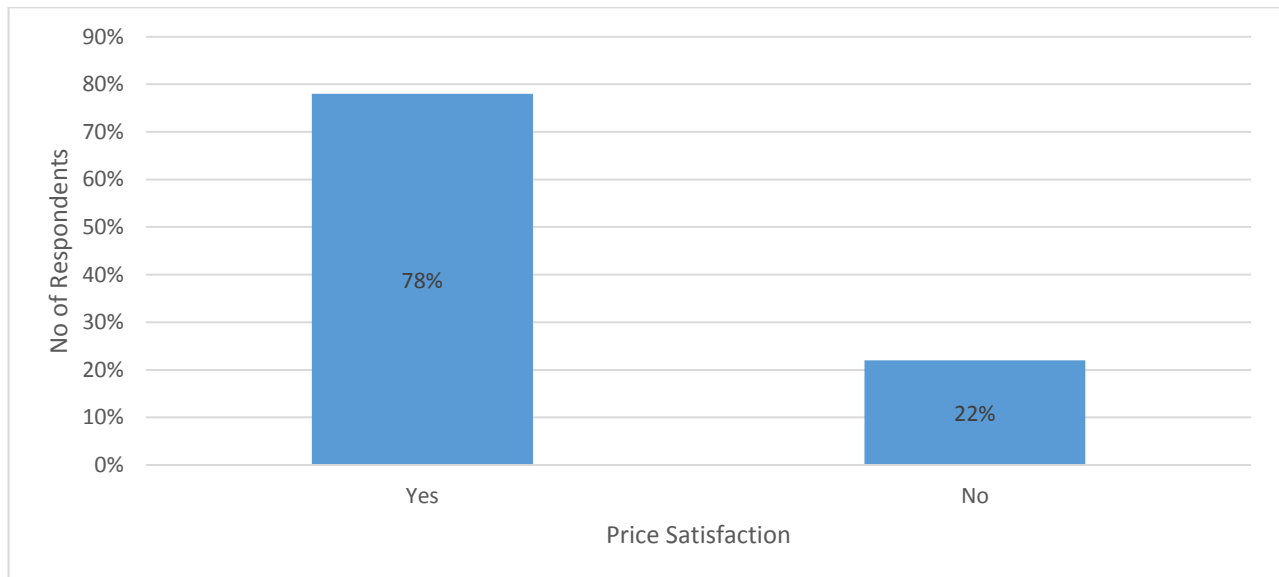
Interpretation:

From the above survey it is observed that respondents rate company service as good and 36% respondents as very good it is very appreciable that company is providing better quality of service.

4.18 The table shows customer satisfaction level with the price of the services offered at Getmyuni Educational Services?

Satisfaction level	No of respondent	% of respondent
Yes	78	78%
No	22	22%
Total	100	100%

4.18 The chart shows customer satisfaction level with the price of services offered at Getmyuni Educational Consultancy.



Source: primary data collected from the questionnaire

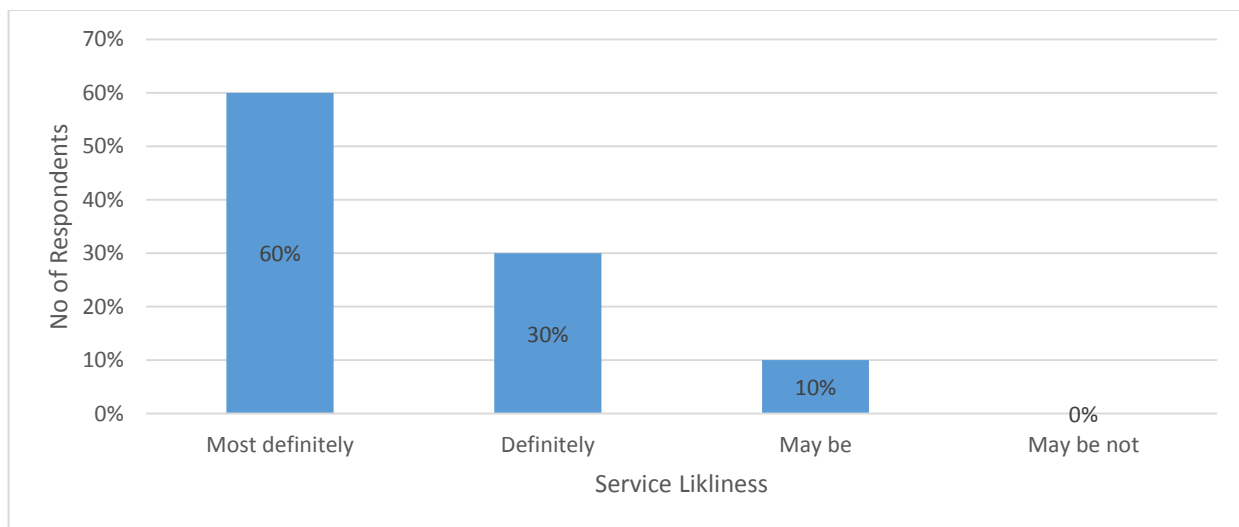
Interpretations:

From the above survey it is observed that most 78% of respondents are satisfied with price of services offered so company is good at pricing strategies and 22% respondents are unhappy with services so company has to look at this.

4.19 The table shows customer likeliness for continue doing business with company.

Likeliness	No of respondent	% of respondent
Most definitely	60	60
Definitely	30	30
May be	10	10
May be not	0	0%
Total	100	100%

4.19 The chart shows customer likeliness for continuing business with the company.



Interpretation:

From the above survey it is observed that most 90% respondents are most definitely and definitely continue business with the company in future and 10% respondents are neutral so company has to look at its retention level.

4.4 Statistical Tools Results

Hypothesis Testing

Null Hypothesis (H0): No significant relationship between awareness of services and overall satisfaction level.

Alternative Hypothesis (H1): There exists a significant relationship between awareness of service and overall satisfaction level.

Dependent variable is overall satisfaction level and independent variable is awareness of services.

4.20 Table shows correlations

Correlations

Correlations

		Education level of respondents	Customers aware about the services provided by the Getmyuni
Education level of respondents	Pearson Correlation	1	.734**
	Sig. (2-tailed)		.000
	N	100	100
Customers aware about the services provided by the Getmyuni	Pearson Correlation	.734**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

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

Interpretation:

The customer awareness level with respect to service provided by Getmyuni and customer education level are highly related and positive with the significant value 0.000 which is less than 0.05 it means education level influences the customer awareness level towards the service provided by Getmyuni.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. The study pointed out the majority of the customers of Getmyuni Educational Consultancy are youth in the age group of 18 to 25 years and students are regular customer of the company as a company specialized in training of the students (Education services).
2. From the above it is observed that most of the customer of the company are graduates (58%) and post graduates (24%) and most of the customers have about 0 to 20000 income as most of the customers are student and people looking to improve their skills by using the services of the company.
3. From the above study it is observed that word of mouth plays a very important role when it comes to educational consultancy services. Hence most of our customers said that they were influenced by their friends who told them about the company and most (56%) of respondents are of marketing plans adopted by the company.
4. Most of the respondents (80%) are the customer of Getmyuni Educational Consultancy and been using the services provided by the company from several years.
5. The research shows that most of the customers are not aware of the services provided by the company. This means customer must put in more efforts to increase the awareness of the customers and most (80%) of the respondents are satisfied with the company.
6. Majority (64%) of the respondents are not aware of the company online services that is online study courses and most (46%) of respondents came to know the company through newspaper ads. Advertisement also plays an important role in customer awareness.
7. Most of the respondents (34%) prefer more service like online courses and the other respondents (40%) like courses which are available in abroad, and (26%) respondents like to become the campus ambassador of the company, so company is looking to give more importance to these service. Most of the respondent says that they will recommend this services to other people as well.
8. Most (70%) of respondents rate advertising effort of company as good and very good so company marketing plans are working in the market and (40%) of the respondents and most

(40%) of respondents felt that newspaper ad is most effective customer awareness campaign.

9. From the study it is observed that majority (74%) respondents' rate service quality of company as good and very good and majority (78%) of respondents are satisfied with the prices of service offered by the company.
10. From the study it is observed that nearly 90% of respondents would likely to continue business with Getmyuni Educational Consultancy in future.
11. From the study it is observed that 64% of the students are not aware of the services that is provided by the company.
12. From the study it has been observed Newspaper is the best way of advertisement for the services provided by the Getmyuni.
13. From the study it has been observed that 34% of students like the corporate training at the Getmyuni Education Services.
14. From the study it has been observed that 74% of the customer will recommend company services to other.
15. From the above survey it has been proved that 58% of the customer likes the advertisement effort of the company.
16. From the study it has been observed that only 38% of the respondents feel that company's services are very good.
17. From the study it has been observed that 78% of the respondents are satisfied with the service pricing.
18. From the study it has been observed that 90% of the customer would like to continue the services further.
19. From the above study it has been observed that 68% of the respondents are not aware of the services.

5.2 SUGGESTIONS

For increasing its sale company should increasing its marketing plans for awareness program because 44% of respondents are not aware of marketing plans adopted by company to increase customer awareness and the company must require the niche market in order to attract the customers.

The company must increase its awareness programme so that all the customer would become aware of all the services of the company because 68% of respondents are not aware of the services provided by the company.

The company should look into the customer relationship management. A growing trend by which the company can succeed by gaining the customer confidence and satisfaction.

The company must adopt new marketing strategies for increasing the awareness among the customer for launching its new service that is online courses access to college information and courses availability.

Proper advertisement through the print media that is newspaper. TV and internet to be made a source of media for promoting the services. This will help to create the brand image.

Most of the respondents are looking are preferring Education services so company has to develop its services to attract more and more number of customer to these services.

The company should increase its service quality so all the customer should feel about the services offered.

22% of the respondents feel that services available at company are of high prices so company has to make reasonable price to all its customer.

5.3 CONCLUSION:

In the global era, information technology companies are increasingly willing to spend more on customer awareness and brand building exercises. Though it is one of the highly regulated industries, it still provides lot of creativity and innovations.

The result of the study showed that customer awareness programme is very important for Educational Services and consultancies because there is huge competition in the current market. And I conclude that customer awareness about Getmyuni Educational Consultancy is good but still have to improve as most of the customer are not aware of the product and services offered by the company and most of the respondents feel that company has to increase its marketing plans.

This will lead to customer awareness and customer retention. Focusing on improving the customer service experience and maximizing the customer convenience for it. This requires effective customer relationship management system, which creates a sustainable competitive advantage in the end and was able to build a long term relationship and increase the market share.

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ANNEXURE

The Questionnaire to the Customers:

1 Name _____

2 Age

18-25 Years	
25-30 Years	
30-40 Years	
Above 40 Years	

3 Occupation of Respondents

Students	
Employee	
Businessmen/ Self Employed	
Others	

4 The Education Level of Respondents

Post Graduates	
Graduates	
Below Graduation	

5 The Income level of users per month

Below 20000	
20000-30000	
30000-40000	
Above 50000	

6 How did you come to know about the Getmyuni Educational Consultancy

Family	
Friends	
Media	
Others	

7 Are you aware of any marketing plans adopted by the company to increase customer awareness?

Yes	
No	

8 Are you a customer of Getmyuni Educational Consultancy

Yes	
No	

9 If yes then how long have you been a customer of Getmyuni Educational Consultancy?

Less than 6 months	
1-3 Years	
3-5 Years	
More than 5 years	

10 Are you aware of all the services which are provided by the Getmyuni Educational consultancy?

Yes	
No	

11 As a customer how do you rate your overall satisfaction with the company?

Highly Satisfied	
Satisfied	
Neutral	
Dissatisfied	
Highly Dissatisfied	

12 Are you aware of that the company is launching the online courses and study material?

Yes	
No	

13 Through which media you came to know about the services of Getmyuni Educational Consultancy?

Newspaper	
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Radio	
Internet	
TV	
Events	

14 Which is the service you prefer more at Getmyuni Educational Consultancy?

Software Development	
Software Maintenance	
Corporate Training	
System Construction	
Education Services	

15 How likely is that you would recommend the company to others?

Definitely	
May be	
May not be	

16 How do you rate the advertisement effort of Getmyuni Educational Consultancy?

Very Good	
Good	
Bad	
Very Bad	

17 Which mode of customer awareness campaign you feel is the most effective?

Newspaper Ads	
TV Ads	
Online Ads	
Door to door campaign	
Postures and Brochures	

18 How do you rate the service quality of Getmyuni Educational Consultancy?

Very Good	
Good	
Bad	

Very Bad	
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19 Are you satisfied with the price of the services offered at Getmyuni Educational Consultancy?

Yes	
No	

20 How likely are you continue doing business with us?

Most definitely	
Definitely	
May be	
May be not	



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
WEEKLY PROGRESS REPORT (16MBAPR407)

Name of the Student: Abhinav Kumar











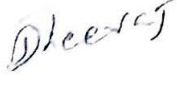

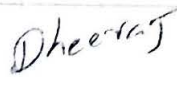

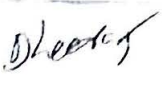

Internal Guide: Prof. Sendhil Kumar





USN No: 1AZ16MBA03

Specialization: Marketing

Title of the Project: A Study on Awareness of Getmyuni Education Services Pvt Ltd

Company Name: Getmyuni Education Services Pvt Ltd, Bangalore

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction about Getmyuni Education Services Pvt Ltd		
22-01-18 to 27-01-18	Learning about different types services by Getmyuni Education Services Pvt Ltd		
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		
05-02-18 to 10-02-18	ANALYSIS of the position of the company		
12-02-18 to 17-02-18	Research problem identification		
19-02-18 to 24-02-18	Preparation of the research instrument for data collection		
26-02-18 to 03-03-18	Theoretical background of the study		
05-03-18 to 10-03-18	Data collection and data Analysis		

12-03-18 to 17-03-18	Interpretation of the data gathered during the survey		
19-03-18 to 24-03-18	Final report preparation and submission		







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