

#### Audyogik Tantra Shikshan Sanstha's

#### Institute of Industrial and Computer Management and Research (IICMR)



Approved by AICTE, Permanently Affiliated to SP Pune University, Recognized by DTE, Government of Maharashtra, NAAC Re-accredited

### **Criterion 1.3 – Curriculum Enrichment**

Key Indicator - 1.3.2: Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

### Metric 1.3.2

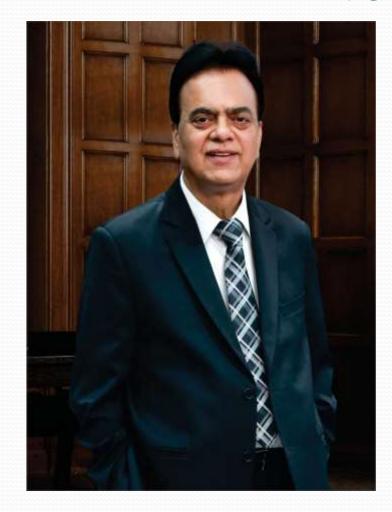
Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

4 Sample Enterprise Analysis and Desk Research Project Name-Deeksha Shukla

Faculty Coordinator-Mrs pooja Gavande Mam
Covid and post covid analysis on Aakash



## **Founder and Promotor**



Mr JC Chaudhry



Mr AKASH Chaudhry

# **Aakash**

• With a legacy of over 34 years, Aakash Educational Services Limited (AESL) has pioneered the competitive exam preparation. Popularly known as Aakash, we have been at the forefront of preparing students to achieve their goals of cracking medical and engineering entrance exams. With our expert faculty and unmatched study material Aakash produces top rankers in NEET, IIT-JEE, Olympiad NTSE, KVPY, 10th and 12th exams every year. From foundation to advanced courses, at Aakash there are learning modules meticulously crafted for every student's learning needs. To recognize and reward the passionate and talented students across the nation, Aakash offers various scholarship tests. Through these scholarship tests students can secure a scholarship up to 100% and get admission in a course of their choice to kick-start their journey. These scholarship tests are conducted via multiple mediums: app or website based online exam from home and offline at Aakash regional branches. In addition to this, a blend of classroom and online learning courses such as Aakash Hybrid mode is designed to ensure seamless experience for all our students. To know more about the courses, you can fill a simple form and submit your details on our website and our team will get in touch with you. You can also visit or call your nearest Aakash branch and we would be happy to guide and assist you.

### Vision and mission:-

### **Aakash Mission**

Our aim is to become one of the most preferred education technology platforms across the globe.

### **Aakash Vision**

We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

# **Quality policy**

Schools were closed and children were confined to their houses. The education of around 360 million students was hampered in India alone!

Motivational Factors and Quality of Online Education Motivational factors in the study refer to the factors that motivate the students for a positive evaluation of an online learning environment. response to schools being shut down due to Covid-19, made content on its learning app free for all students. It also introduced live classes to further student engagement. This probably got a new wave of users enabling it to add further 13.5 million consumers in March and April, according to analysts.

## Management structure

follows a flat organizational structure, with a CEO and several Vice Presidents who
oversee the various departments and divisions of the company. Below the VP level,
the company is divided into four main departments: Product, Technology, Content,
and Growth & Operations. Each department is further divided into teams and each
team is headed by a Team Lead. There is also a board of directors that provides
strategic guidance to the company.

### **Financial Structure**

- The Covid-19 pandemic helped edtech company to become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion
- the past year, Aakash has already seen huge growth and now has over 57 million registered students, more than 3.5 million paid subscribers and annual renewal rates as high as 85 per cent. Aakash doubled its revenue from Rs 1430 crore to Rs 2800 crore in FY 19-20.
- According to analysts and industry insiders, the Bengaluru-based firm clinched the new deal after showcasing to the US investors, the increase in the number of new students joining their online platform and the existing students spending more hours on online education at home due to the restrictions caused by the coronavirus outbreak. Aakash which became a unicorn in 2018 (a company valued at over \$1 billion) has taken just two years to become a decacorn (a firm valued at over \$10 billion).

# **Challenges faced during Covid -19**

- The study's reported that the challenges were communications, assessment, online education experience, technology use tools, time management, anxiety, and coronavirus disease stress. However, students reported positively the effectiveness of online learning during the pandemic.
- Challenges with Online Learning For Students (and Solutions) Isolation
   .Motivation, Equipment. Technology Issues, Distractions. Time Management
   ,Barriers to learning (Disabilities / Special Needs)

## **Forecasting**

• The Covid-19 pandemic helped edtech company Aakashto become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. Aakash is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion.

# Services provided during covid 19:-

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# post covid services:-

Aakash is valued at US\$22 billion[5] and the company claims to have over 115 million registered students

# **Company Offen Help To Employee**

• The first step towards supporting Aakash through these times of hardships, we have set up a ₹20 crore CEO's fund. One of our early employee-driven initiatives, this fund covers COVID-19 related medical expenses and hospitalisation costs for Aakash, their parents, spouse and children. If the unfortunate situation arises where a member of our team or their family member needs hospitalisation due to COVID-19, the Aakash can seek reimbursement of up to ₹ 5 lakhs from the CEO's Fund for the same. We aim to reimburse every request made to the fund within 7 days from when it was raised. With this initiative, we hope to provide the Aakash family with some support as we navigate this challenging situation together.

### **ONLINE EDUCATION**

# **Advantages**

- The ability to learn using different online tools and methods
- No disruption in learning because of the pandemic
- Listening to recorded and live conversations and working at their own speed

# Disadvantages

- Lack of free flowing conversations, debates, and discussions
- Technological difficulties related to weak devices or access to the internet
- Getting used to learning and being evaluated online
- Studying while living at home, with family and other distractions





### **FOUNDER & PROMOTER OF AMAZON**

- Amazon was founded by **JEFF BEZOS** from his garage in **Bellevnue**, **Washington**, **on July 5**, **1994**.
- Initially an online marketplace for books, it has expanded into a multitude of product categories, a strategy that has earned it the moniker *The Everything Store*.
- ▶ It has multiple subsidiaries including Amazon Web Services (cloud computing), Zoox (autonomous vehicles), Kuiper Systems (satellite Internet), and Amazon Lab126 (computer hardware R&D).
- Its other subsidiaries include *Ring, Twitch, IMDB & Whole Foods Market*, it's current acquisition is *US\$13.4 billion* substantially increased its footprint as a physical retailer.



### **MISSION & VISION OF AMAZON**

Amazon's Mission Statement is "to serve consumers through online and physical stores and focus on selection, price, and convenience."

Amazon's Vision Statement is "to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers lowest price possible."



## **QUALITY POLICY OF AMAZON**

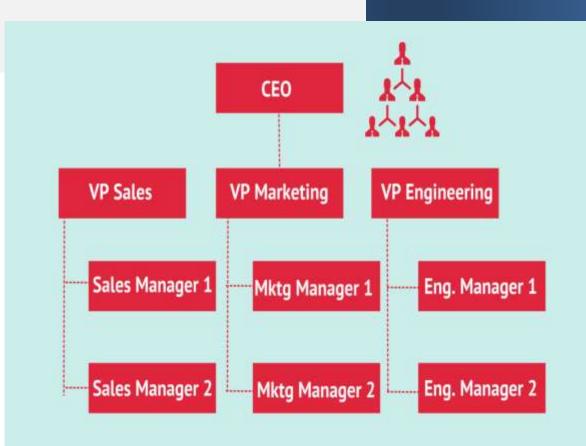
The Amazon Transparency Program ensures that your customers get genuine products, via a Transparency Code system. Here's how it works?

- <u>Identifying fake products:</u> the fake products will not have the unique codes provided by the brands, meaning those products are probably from fake sellers.
- More detailed information to the buyers: Amazon Transparency gives brands the opportunity to offer additional lucrative details, through the transparency code, you can now provide as much information as possible on the product.
- **Bringing payment transparency:** The buyers can see detailed product pricing by scanning the product transparency code, this will also help in eliminating any miscellaneous charges that might show up while checking out.
- <u>Control over brand:</u> The more loyal buyers you have, the more recommendations your products get, the more people believe in your products and hence, the chances of making more sales.



# ORGANIZATIONAL STRUCTURE OF AMAZON

- ➤ The Amazon organizational structure favors a *Vertical Hierarchical Approach* with global, function-based groups and geographic divisions.
- ➤ This gives the company *extensive top-down control* over global operations, allowing it to increase market share and maintain market leadership status.
- At the top of this chain is a senior management team reporting directly to *CEO Jeff Bezos*. Dubbed the S Team, this small team of Amazon senior executives works with Bezos to disseminate his ideas, solve problems, set high-level goals, and shape company culture.



### **BUSINESS MODEL OF AMAZON**

Amazon leverages two types of business models for their e-commerce, they are as follows:

- The Linear business models for those parts that are directly sourced (online stores & physical stores in their terminology).
- The Platform business model for Amazon Marketplace (retail third party seller services)

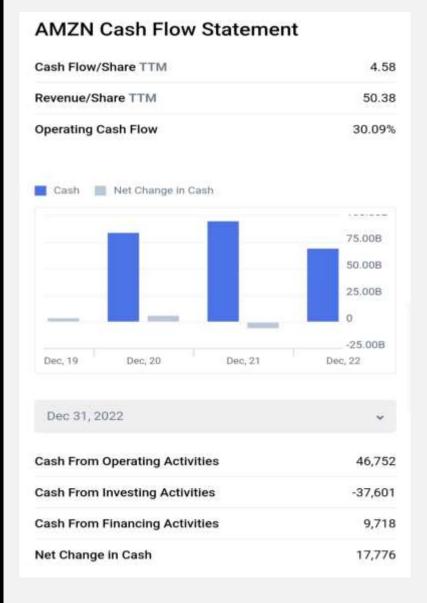


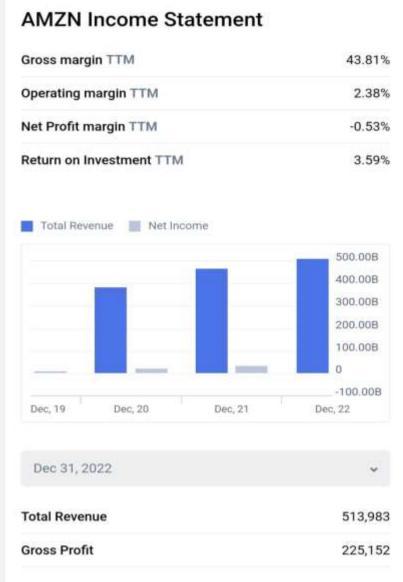
## FINANCIAL STRUCTURE OF AMAZON

- Amazon.com, Inc. reported earnings results for the fourth quarter and full year ended December 31, 2022.
- ➤ For the fourth quarter, the company reported revenue was **USD 149,204 million compared to USD 137,412 million** a year ago. Net income was **USD 278 million compared to USD 14,323 million** a year ago.
- ➤ Basic earnings per share from continuing operations was **USD 0.03** compared to **USD 1.41** a year ago.
- ➤ For the full year, revenue was *USD 513,983 million* compared to *USD 469,822 million* a year ago. Net loss was *USD 2,722 million* compared to net income of USD 33,364 million a year ago.
- ➤ Basic loss per share from continuing operations was **USD 0.27** compared to basic earnings per share from continuing operations of **USD 3.3** a year ago.



### **ESTIMATED FINANCIAL STATEMENTS OF AMAZON**



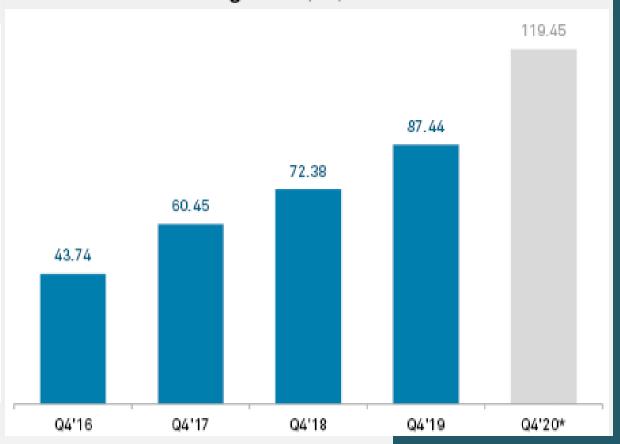




### **SALES OF AMAZON DURING COVID-19**

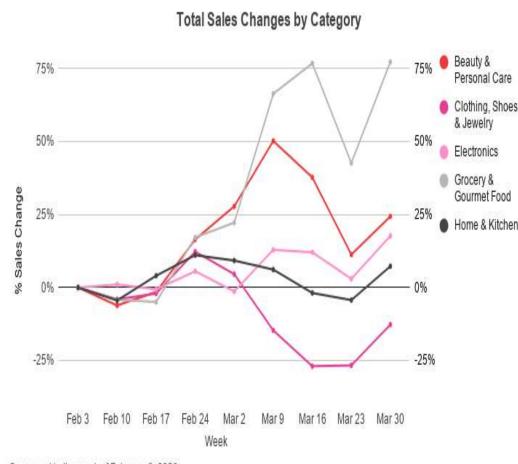
- Amazon remains one of the few companies to benefit from the coronavirus pandemic, with surging online sales helping it to report record profits in July.
- ➤ It didn't get there without navigating a slew of challenges, including a labor crisis that drew public scrutiny from lawmakers, regulators and workers rights groups.
- Amazon's supply chain was hit hard, resulting in delivery delays and out-of-stock notices, the flood of online orders propelled Amazon to record sales during the second quarter.
- Amazon's pandemic-fueled growth isn't expected to slow down soon, especially as it prepares for the back-to-back shopping rush of Prime Day in October and the holidays after that.

### Amazon's Q4 revenue growth (\$B)



### **SALES OF AMAZON AFTER COVID-19**

- Amazon founder Jeff Bezos has seen his net worth soar. According to numbers from USA Today, Bezos' net worth in March 2020 was US\$113 billion.
- As of November, the 56-year-old CEO is valued at over *US\$203* billion. Bezos is nearly 80% richer (79.8%) than he was before the pandemic, as his personal wealth increased by *US\$90.1 billion* since March 2020.
- ➤ The multinational tech company reported a **70%** increase in earnings in the first nine months of 2020, up **US\$5.8 billion** from a year earlier.
- ➤ As of 2020's second quarter, Amazon's year-over-year sales increased 40%. The company reported quarterly revenues of US\$96.15 billion in Q3 better than expectations and its net income increased to US\$6.3 billion, up from US\$2.3 billion the year before.



Compared to the week of February 3, 2020.

# SERVICES PROVIDED TO EMPLOYEES DURING COVID-19

Amazon invested over \$11.5 billion in 2020 on COVID-related initiatives to keep employees safe and get products to customers. This includes investments related to COVID-19 safety measures such as personal protective equipment, enhanced cleaning of our facilities, processes that allow for effective social distancing, higher wages for hourly teams, and developing our own COVID-19 testing capabilities, etc. Some of the precise numbers so far are:

- > Provided *100 million+ masks* to sites
- ➤ Added **2,298 handwashing** stations
- ➤ Added *5,765*+ janitorial staffers to our typical teams
- Provided an additional 34 million gloves
- ➤ Added 48 million ounces of hand sanitizer
- ➤ Added *93 million* sanitizing *spray and wipes*
- ➤ Procured more than 31,000 thermometers and 1,115+ thermal cameras

We're also spending over \$85 million redeploying team members from their typical roles to perform safety related tasks and audits at sites around the world.

### **SERVICES PROVIDED BY AMAZON**





### **GOVERNMENT SUBSIDIES TO AMAZON**

- Over the past decade, Amazon received at least \$4.7 billion in state and federal government subsidies around the world to support its build out of data centers, warehouses, offices, call centers, and film production projects.
- ➤ Of the known subsidies \$4.1 billion was for projects in the US, where disclosure is better than some places but still not perfect, with the subsidies for at least nine projects unknown and many states not disclosing utility-tax exemptions for Amazon Web Services data centers.
- ➤ 407 facilities in 13 countries where evidence exists that Amazon was subsidized with public monies, but the amount is not known and therefore not included in the \$4.7bn tally.
- Amazon often uses the subsidy-funded facilities to pursue government contracts, securing huge deals to provide lucrative cloud services from data centers part-funded by those governments.



# Presentation

114 - Enterprise Analysis & Desk Research

# Myntra

Name of Student: Shruti Sarode

Name of Faculty Coordinator: Mrs. Puja Gavande



### Founders:





 Mukesh Bansal is the founder and chief executive of Myntra, India's largest fashion e-commerce site, which was acquired, in 2014, for \$375 million by Flipkart, the country's equivalent to Amazon.

## Vision and Mission:



- Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.
- Myntra's vision is to make the world a more stylish, colourful and happier place. Mission is to leverage technology to democratize fashion and lifestyle to help people look and feel good.



# Policy of Myntra:



 Myntra Return & Exchange Policy offers you the option to return or exchange items purchased on Myntra within the return/exchange period.

Myntra prohibits the use of language that is racist, hateful, sexual

or obscene in nature in a public area.



# Management Structure:



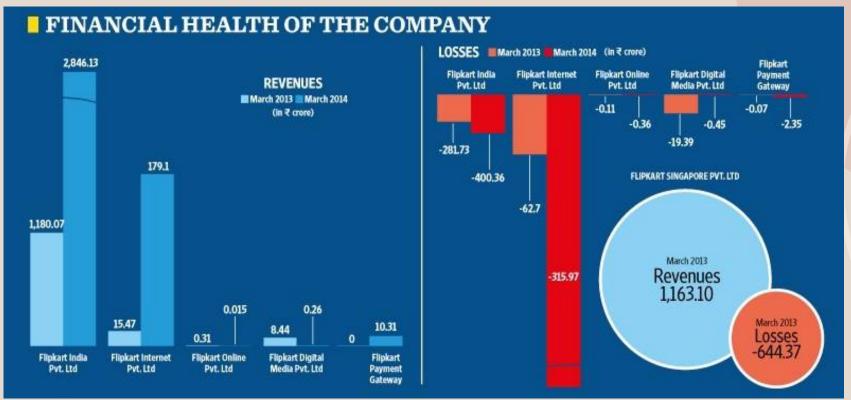
• The business model of any company is the strategy it uses to gain a larger market space. The chart describes the business model of Myntra in tabular

form.

| Value Proposition  . Fast delivery time  . Wide selection  . Sales  . Quality products                                       | Key Resources . Delivery staff . IT infrastructure | Key Activities . Partnership with distributers . Marketing . Sales . Supply chain optimisation |
|--|--|--|
| Key Partners<br>. Sellers<br>. Distributers  | Key Channels . Website . App . Affiliate program   | Customer Relationship . Customer Service . Customer Support . Easy to use App                  |
| Customer <mark>Se</mark> gmenta <mark>tio</mark> n<br>. Fashion enth <mark>usi</mark> asts<br>. Discount <mark>lovers</mark> | Cost Structure . Marketing . Technology            | Revenue Stream . Commission structure . Own sale   |

## Financial Structure:





# Challenges at the time of Covid:



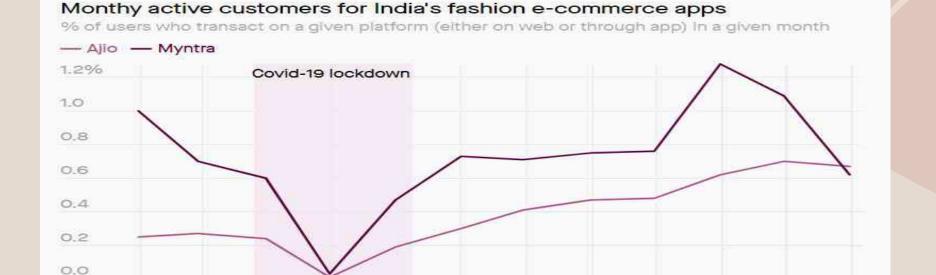
- Myntra realized that the way people are working from home and spending time in front of their computers, there is a need for lounge wear and leisure wear. They reached out to partners who gave work from home essentials and fashion essentials and stayed relevant for the customer.
- To keep their customers further engaged, the company also began pushing content online, on how to stay fit at home and DIYs (do-ityourself) videos on a range of issues. This increased engagement and the traffic on Myntra's website went back to its pre-covid-19 days.

# Sales forecasting at the time of covid:



- Fashion e-commerce platform Myntra has claimed that its art and handicrafts brand, 'Taavi', has grown 2.5 times, despite the Covid-19 disruptions over the last two years since its inception.
- On the back of its success, Myntra plans to further strengthen the presence of its brand Taavi in the Indian market by onboarding 5.000 more artisans this year.
- The brand currently works with over 10,000 artisans offering products in four categories, including, men, women, women's footwear, and unisex personal care.





Jul

Guartz | qz.oom | Data: Kalagato

Mar

Apr

May

Jun

Feb

2020

Aug

Sep

Oct

Nov

Dec

Jan

2021

#### Sales of Myntra:



- Myntra sold over 10 million items during the End of Reason Sale. It also saw 86 percent increase in shoppers from Tier-II and III locations.
- Fashion e-commerce player Myntra's strategy to expand its footprint into tier 2 and 3 markets is paying off during the Covid-19 lockdown. The online player is seeing demand picking up from hitherto untapped markets.
- Myntra has also invested in safeguards to avoid the transmission of Covid-19 via physical contact. For example, digital payments have gone up by 60 per cent on Myntra in comparison to pre-Covid times.



- Myntra, has beaten the blues from the second wave of Covid-19.
   Myntra has spotted new trends during the second wave. For
   example, personal and beauty care picked up traction, especially for
   the 16-30 age group; then higher sales of lingerie and loungewear,
   even as 60% of that demand was from the metros and tier 1 cities;
   saris turned out to be a "huge revelation" for Myntra as there was a
   7X jump for that from first time users.
- Myntra, like most consumer companies and e-commerce players, can attribute growth in 2020 to the tier-3&4 cities. But that has not been the trend in 2021. What saved the day for Myntra is the surge in first-time shoppers. They rose 2X in May 2021 when compared to May 2020.

### Myntra Stands With Its Employees Every Step Of The Way During COVID

- At Myntra, they are doing everything they can to help their employees in managing the challenges raised by the pandemic at both personal and professional fronts.
   They introduced various COVID initiatives at the onset of the pandemic last year and have since added more and enhanced some policies to further support their employees and their immediate family members to tide over the second wave of the pandemic.
- They have set up a central task force team, to establish, execute and monitor response strategies to help Myntraites and their loved ones affected by COVID.
- In association with our travel partner, we have enabled **space for self-quarantine** for our employees at special rates. Employees can avail this in case they are COVID positive with mild symptoms or are asymptomatic or are staying away from their hometown and want to safely distance themselves from their housemates or family members.

- The team has also created a repository of plasma donors, so those in urgent need can be connected to the willing plasma donors within the organization. In addition, we are also supporting our people and their loved ones with oxygen requirements in an organized manner of use and return model, available for them at free of cost.
- We are also facilitating other services with the help of a volunteer-run network.
   In case of a medical emergency, a provision for advanced life support ambulances has been put in place at multiple locations including Delhi NCR,
   Bangalore, Mumbai as well as at our FC locations.
- As part of the 'Myntra for You' initiative, employees can also avail a one-time reimbursement of up to INR 20,000 on expenses incurred due to COVID-19.

### Myntra enables customers to use 'Insider' points for Covid relief

- Myntra has partnered with GiveIndia for a multi-faceted fundraising initiative. With a
  commitment to supporting the nation in this need of the hour, Myntra has enabled its
  customers to contribute generously, using their 'Myntra Insider' points, to COVID
  relief efforts, including towards the cost of refilling oxygen cylinders.
- The donations through Myntra Insider points have helped in adding 1.5 lakh kilograms
  of oxygen and facilitating medical care facilities at over 11000 homes for the needy.
- Myntra is also extending support to healthcare heroes and critical patients at COVID centres and hospitals by providing essential medical supplies through its fundraiser campaign with GiveIndia.
- Myntra's association with GiveIndia is a testament to the use of technology for the good of the community while enabling customers with a seamless and effortless donation program.



### 114 - ENTERPRISE ANALYSIS & DESK RESEARCH

PRESENTATION ON:UNACADEMY



NAME OF STUDENT: SUSHMA KUMARI.
NAME OF FACULTY COORDINATOR: MRS. PUJA
GAVANDE

#### **FOUNDER**



It was founded by Gaurav Munjal, Hemesh Singh and Roman Saini in 2015. As of May 2022,

Unacademy is an Indian educational technology company that provides online educational platform with its headquarters in Bangalore, Karnataka.



#### VISION AND MISSION:-

Mission:-

Democratise access to high quality education.

Vission:-

Get the best minds of the country to share knowledge in an easily comprehensible form.



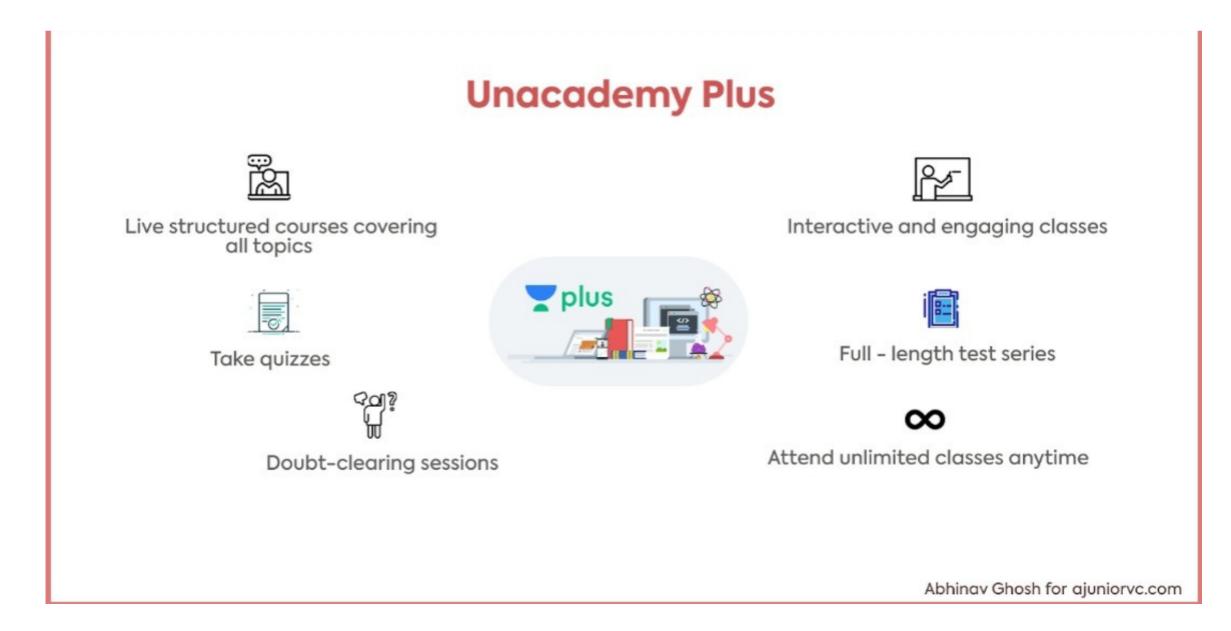


They aim to provide the best content for the kids when it comes to education, Unacademy respects our privacy and is committed to protecting it.

Unacademy owns and/or manages several platforms (other than the Platform) that offer a range of services including services related to technology solutions in the space of education, either by itself or through its affiliates and subsidiaries

#### MANAGEMENT STRUCTURE:-

The Unacademy management team includes Gaurav Munjal (Co-Founder and CEO), Hemesh Singh (Co-FounderandCTO), and Rohan Chhazed (Supply Operations)



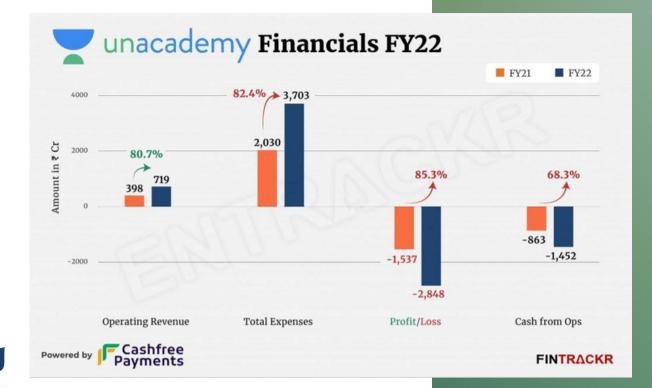
#### FINANCIAL STRUCTURE:-

In February 2020, Unacademy keeps \$110 million funding from US private equity company General Atlantic, social networking giant Facebook, Nexus Ventures, Blume Ventures, Flipkart CEO Kalyan Krishnamurthy among others, and grew to \$510 million in assessment.

Sequoia India, Nexus Investment Partners and SAIF Partners \$21 million (July 2018).

Sequoia India and SAIF Partners: \$11.5 million (September 2017).

\$4.5 M (January 2017)



## CHALLENGES AT THE TIME OF COVID:



Supporting team. Patience in growth. Affordable education. Lack of staff members.

COVID-19 has made some drastic and unimaginable changes to many of the teachers of unacademy like on one woman teacher. She said For the past 2 months, I have been isolated from my children in order to protect them from unprecedented exposure. It is, of course, emotionally and physically draining at times to work for long periods but the thing that calms me the most is teaching on Unacademy. And many more problems they faced.

# SALES FORECASTING AT THE TIME OF COVID:



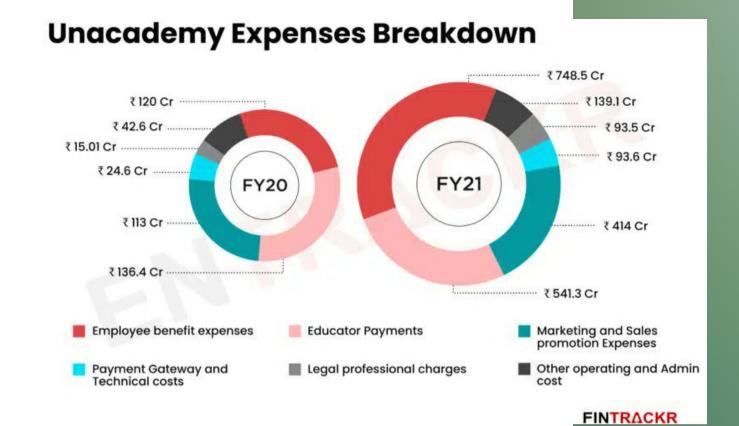
Gaurav Munjal, co-Founder and CEO at Unacademy said, "In the last three weeks, learners who are watching free live classes have increased by 3x.We are clocking 30 million minutes of watchtime on Unacademy every single day.

So they found that students are liking the online education platform. So they decided to stepped up and started taking more live classes."

Then Unacademy opened up its platform to educational institutions to conduct their classes for free, without any limitations on the hours or number of classes. The educational institutions

2

#### SALES OF UNACADEMY:-



SoftBank-backed Unacademy' net loss widened 82.7% to Rs 2693 crore in FY22 from Rs 1473.5 crore in FY21.19-Dec-2022 Unacademy mainly generates revenue from course subscription fees it collects from students. Collection from this vertical grew 81% to Rs 705.5 crore in FY22 from Rs 390 crore in the previous fiscal year.

# HOW UNACADEMY HANDLED ITS EMPLOYEES AT THE TIME OF COVID,

Unacademy has extended the work from the home facility for all staff till January 1, 2021.

Earlier in May, Unacademy had announced that 60% of its 1000-workforce would be allowed to work from home permanently even after lifting of coronavirus-induced lockdown.

The decision comes soon after 20 Unacademy's staff allegedly tested Covid-19 positive. According to our sources, the company announced remote work to avoid gathering of employees and contain the spread of coronavirus among its employees.

## POLICIES OF THE GOVERNMENT AND SUPPORT TO THE GIVEN SECTOR.

Unacademy won the Digital Start-Up of the Year award at the IAMAI 12th India Digital Summit.

Raised \$31 million in Series C Funding



#### **CONCLUSION:-**

We always used to talk about platform like youtube, facebook. twitter coming up out of Silicon valley. now I think now we proudly say unacadmey is the one platform which comes out of India. Which eventually change the education of world

Than,