

A Project Report on
**"A Study of Business Development Strategies Adopted by Byju's with
reference to Nagpur city."**

Submitted to

Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by

Ms. Naina Jaiswal

Under the Guidance of

Dr. Archana Dadhe

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur

NAAC Accredited "A" Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Naina Jaiswal** has submitted the project report titled, "**A Study of Business Development Strategies Adopted by Byju's with reference to Nagpur city.**" under the guidance of **Dr. Archana Dadhe** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Archana Dadhe

(Project Guide)

Dr. Madhuri V. Purohit

(MBA Coordinator)

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

DECLARATION

I, **Ms. Naina Jaiswal** here-by declare that the project with title "**A Study of Business Development Strategies Adopted by Byju's with reference to Nagpur city.**" has been completed by me under the guidance of **Dr. Archana Dadhe** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G.S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Ms. Naina Jaiswal

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for her guidance throughout the project.

I would like to thank **Dr. Mahesh Chopde** for his constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Ms. Naina Jaiswal

Place: Nagpur

Date

INDEX

Chapter No.	Name of Chapter	Pg. No.
I.	Introduction	1
II.	Company Profile	4
III.	Literature Review	10
IV.	Research Methodology <ul style="list-style-type: none">▪ Problem Statement▪ Need of the Study▪ Objectives of Study▪ Hypotheses of Study▪ Limitations of Study	25
V.	Data Analysis & Interpretation	32
VI.	Findings & Suggestions	38
VII.	Conclusion	42
VIII.	Bibliography	44
IX.	Annexure	46

INTRODUCTION

INTRODUCTION

OF BUSINESS DEVELOPMENT STRATEGY



Business development strategy refers to a plan of action designed to achieve long-term growth and success for a company. It involves identifying opportunities for expansion, forging partnerships, entering new markets, and increasing revenue streams. Essentially, it's about creating and implementing strategies to enhance a company's competitiveness and profitability.

Business development strategy typically consists of several key components, including:

- 1. Market Analysis:** Understanding current market trends, customer needs, and competitor activities.
- 2. Relationship Building:** Cultivating strong relationships with clients, partners, and stakeholders to drive collaboration and growth.
- 3. Product/Service Development:** Continuously improving existing offerings and developing new ones to meet evolving market demands.
- 4. Sales and Marketing:** Implementing effective sales and marketing strategies to reach target audiences and drive revenue.
- 5. Expansion and Diversification:** Identifying opportunities for expansion into new markets or diversification into related industries.

6. Strategic Partnerships: Forming strategic alliances or partnerships to leverage resources, access new markets, or enhance capabilities.

7. Innovation and Technology: Embracing innovation and leveraging technology to stay competitive and drive business growth.

The importance of business development strategy lies in its ability to:

- **Foster Growth:** By identifying and capitalizing on opportunities for expansion and diversification.
- **Enhance Competitiveness:** By staying ahead of market trends, understanding customer needs, and differentiating from competitors.
- **Increase Revenue:** Through effective sales and marketing efforts, product development, and market expansion.
- **Build Relationships:** Cultivating strong relationships with clients, partners, and stakeholders to drive collaboration and loyalty.
- **Drive Innovation:** By promoting a culture of innovation and continuously improving products, services, and processes.

In the long term, a well-executed business development strategy can position a company for sustainable growth, resilience in the face of market changes, and a competitive edge in the industry.

COMPANY PROFILE

COMPANY PROFILE

OF BYJU'S



Overview Funding & Board of Directors Competitors Latest Shareholding

BYJU'S Key Metrics

Founded Year

2011

Location

Bengaluru, India

Company Stage

Series F

Total Funding

\$5.08B

Latest Funding Round

\$250M, Conventional Debt, May 12, 2023

Employee Count

16,220 as on Nov 30, 2023 [View historical trend](#)

Valuation

\$1B as on Jan 12, 2024

Annual Revenue

\$711M as on Mar 31, 2022

Competitor Rank

1st out of 1478 competitors with a Tracxn Score of 77/100 What is this?

Acquisitions

BYJU'S has made 19 acquisitions

Investments

BYJU'S has not made any investments yet

What does BYJU'S do?

Online platform offering multi-disciplinary learning solutions for students. It offers learning solutions for competitive entrance exams such as IIT-JEE, CAT, UPSC, GMAT, GRE, and more. It also provides school-based courses for students. It also provides feedback and in-depth analysis. The app is available for android and iOS devices.

What sectors and market segments does BYJU'S operate in?

BYJU'S serves in the B2C, SaaS space in the EdTech market segments.

The primary business model of BYJU'S is:

EdTech > ***** ** ***** > *****

Which legal entities is BYJU'S associated with?

BYJU'S is associated with 5 legal entities given below:

Legal Entity Name	Date Of Incorporation	Revenue	Net Profit
BOOKEDBYUS INC.		\$ 12.2 K (as on Aug 31, 2013)	\$93.9K (as on Aug 31, 2016)
BYJUS PTE.LTD		\$ 30.2M (as on Mar 31, 2022)	\$ 64M (as on Mar 31 2022)
BYJUS INVESTMENTS PRIVATE LIMITED	Mar 07, 2022	-	-
Span Thoughtworks Private Limited	Fab 5, 2010	\$219K (as on Mar 31, 2019)	\$ 777 (as on Mar 31, 2019)
THINK & LEARN PRIVATE LIMITED	Nov 30, 2011	\$ 711M (as on Mar 31, 2022)	\$1.11B (as on Mar 31, 2022)

Who are the investors in BYJU'S?

BYJU'S has 94 institutional investors including General Atlantic, IFC and Qatar Investment Authority.

Prosus is the largest institutional investor in BYJU'S.

Mohandas Pai and 26 others are Angel Investors in BYJU'S.

Founders and Board of Directors of BYJU'S

Who are the CEO, Founders and Directors of BYJU'S?



Byju Raveendran,

(Co-Founder & CEO, is a founder of 2 companies and on the board of 7 companies.)



Divya Gokulnath

(Co-Founder, is a founder of 1 company and on the board of 3 companies.)

How many employees does BYJU'S have?

BYJU'S has 17647 employees as of Oct 23. The total employee count is 1633 lower than it was for Sep 23.

Who are the top competitors of BYJU'S?

Unacademy - Bengaluru based, 2015 founded, Series H company

Embibe - Bengaluru based, 2012 founded, Acquired company

Vedantu - Bengaluru based, 2014 founded, Series E company

LITERATURE REVIEW

Literature Review



➤ **A study of ed-tech industry in India, with a focus on the growth of Byju's**

Authors: Sahu, Akshaya Kumar

Abhishek, M

Issue Date: 2018

Publisher: Indian Institute of Management Bangalore

The objective of this study is to provide an analysis of the Ed-tech industry in India. It intends to examine the viability and sustainability of the sector in India with a focus on the following areas: • The opportunities, challenges present in the sector and the future of the sector in India • Usage of contemporary technologies such as AI and Big Data in the sector • Understanding the business model and strategies used by BYJU'S to achieve superior growth as compared to competitors in this space.

➤ **Sustainable Growth in the EdTech Sector: Lessons From Byju's Revenue-Oriented Journey**

Author: Paramjit Singh Lamba & Neera Jain

Publisher: SAGE Publications: SAGE Business Cases Originals

Publication date: January 02, 2023

This case will enable students to apply a theory of ethics and related concepts to the exponential growth of startups, taking the specific context of Byju's. This case facilitates students in examining startups driven by pressure to grow rapidly, which impacts the organization culture, causing the organization to indulge in unrealistic advertising, which creates public acrimony. It also enables students to discuss how rapid acquisitions may create a possibility of monopoly in the market.

➤ **Byju's Learning App in the COVID-19 Outbreak to Analyze Online Education-A Case Study**

Published: Aug 16, 2021

Authors: 1) Sigma Sathyan

Research Scholar, College of Computer Science and Information Science, Srinivas University, Mangalore, India

2) Krishna Prasad K.

Associate Professor & Post-Doctoral Research Fellow, College of Computer Science and Information Science, Srinivas University, Mangalore, Karnataka, India

From the conducted survey-increased subscription rate of the app was seen and noticed that customers are loyal to Byju's App. Also, it is found that most of the students in the semi-urban area use Byju's app for their studies during the Covid 19 pandemic. By SWOT analysis, we have given some suggestions that can be added to Byju's Learning App as a business strategy.

➤ **Unicorn Start-Up in India: Byju's - An Economic Analysis**

Authors: 1) S Jayaselvi

(Jeppiaar College of Arts & Science)

2) P Naveen Kumar

(Jeppiaar College of Arts & Science)

3) S Sankaranarayanan

(Jeppiaar College of Arts & Science)

Published: June-2023

An attempt was taken to analyse the role of Byju's EdTech start-up in economic growth, and how it tackles the challenges of the present era. With digital penetration, EdTech start-ups are growing tremendously. One of the leading top-position EdTech start-ups is Byju's which emerged during the period of the Covid era, there were the lockdown days the need for Byju's services was immense.

➤ **An Investigative Study On The Transformation From Traditional Learning To Technology Based Personalized Learning .**

Author: Sruthi P, Dr. Sangeeta Mukherjee

Numerous researches and studies have been conducted upon the effectiveness of various teaching-learning methods. Teaching-learning process has evolved drastically over the years. Modern teaching-learning process uses the strategy of Constructivism. Constructivism theorizes the fact that, learning is an individual activity. "In the Constructivist model, teacher does not behave as a sage on stage, but acts as a facilitator of learning. In the constructive learning process students do not sit idly remain as passive gainers of knowledge but are active constructors of "knowledge through experience, observation, documentation, analysis and reflection. Constructivist teachers encourage students to constantly assess their understanding.

➤ A case study of BYJU'S failure

Authors: Samrat Ray, Kaviya Jain, Piyush Birru and Ruchika Mohata

1. Dean and Head of International Relations, IIMS, Pune, India.
2. Business administration, IIMS, PUNE, India.
3. Business Administration SBIIMS, PUNE, India.

Publication history: 06 March 2024

Several critical factors were responsible for the collapse of byju at the conclusion of the examination. The main reasons for this were financial mismanagement, internal conflicts, lack of effective management, negative publicity, economic challenges, financial mismanagement, internal conflicts, lack of effective management, and negative publicity. Poor financial decisions and aggressive expansion hurt Juju's financial health. Conflicts and leadership instability made decision-making difficult. Negative publicity hurts BYJU'S brand reputation and customer trust. These issues need to be addressed for the education technology industry to succeed in the future. Financial prudence, effective management techniques, and open communication are necessary for a startup to succeed. Toughness, flexibility, and customercentred thinking are required for challenges to be solved. Companies can use BYJU'S mistakes to boost innovation, trust, and the competitive landscape of Ed-tech.

➤ Learnings From the Phenomenal Success of BYJUs

Author: Rajiv Ranjan

This chapter explains this new management strategy for corporate sustainability through application of social media to acquire personal consumer and customer data. This is to devise customised products, personalize experience, and innovate for the two. The chapter takes exceptional growth story of BYJU's an educational technology company, as an example to elucidate the theory, concepts, and ideas discussed.

➤ **Edtech, A Paradigm Shift In Conventional Learning Method Turn Out A Big Business Opportunity For The Indian Unicorn Byju's**

Authors: Rani, Vineeta

Issue Date: 4-Sep-2022

Publisher: Mahidol University

For centuries, education was delivered through a conventional learning system of “Institutional based learning”, but with the enormous development in informational technology similar to other business sectors, it also revolutionized the old pedagogy of delivering and receiving education. Thus, education with informational technology, formally known as “EdTech” makes quality education readily available to the masses by increasing affordability, accessibility, and availability at much lower cost and time.

➤ **A Study on The Customer Perception On Digital Marketing Strategies Of Byju's**

Author: Mrs. Kusuma A

Assistant Professor

Acharya Institute of Graduate Studies (Phone No.: 7353747248)

Published on: (Jan-Jun 2022)

Covid-19 pandemic has affected the life of my people across the globe. Every business where affected, however, their performance has varied widely, and either it had an opportunity to grow or fall down. To overcome this drawback, many businesses started using digital platforms to market their products or services, not losing the customers or the profits. This was a blessing to the already existent online businesses like big basket online educational companies, amazon, etc. They did not have to deal with the complication of moving their offline business to online. The study focuses on the strategies implemented by the E-learning company –BYJU'S

➤ **Transformation in Education through E-Learning - A Case Analysis on Byju's – The Learning App using the ABCD Framework**

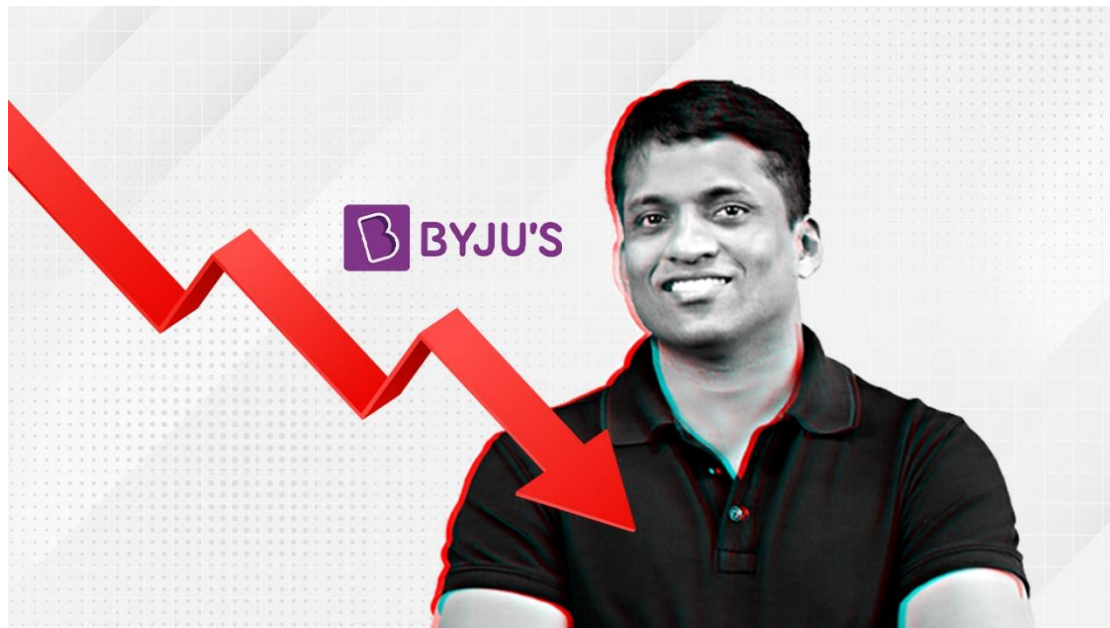
Author: K. T. Veeramanju

Research Professor, Institute of Computer Science and Information Sciences,
Srinivas University, Mangalore, India

Published: Dec 31, 2022

This paper performs ABCD analysis on Byju's – the learning app. It also highlights on the feedback analysis of the stakeholders of the company. according to which Technology has changed the system of education in the recent years. It has transformed the traditional learning methods with self-paced learning through the use of internet.

The downfall of Byju's: How the world's most valuable learning app became a trap



Synopsis:

The group is facing an acute liquidity crunch. Amid mass layoffs and deep losses, the former billionaire founder has sold his homes to pay salaries. Still, Raveendran is not entirely out of options. Byju's could raise funds by selling Epic!, its US-based kids' digital reading platform. At home, its physical test-prep business has seen interest from a wealthy Indian investor. In a sale or initial public offering of the unit, the crown jewel of the shrinking empire could fetch more than the nearly \$1 billion Byju's had paid for it in 2021.

In 2015, a young engineer from Kerala in south India came up with an ambitious plan to take math and science online and make it fun for the country's stressed teenagers. But instead of remaining focused on education and technology, Byju Raveendran appended a gigantic sales machine to his edutech — with Bollywood superstar Shah Rukh Khan and soccer legend Lionel Messi as his brand ambassadors, and an army of reps hustling to sell courses to anyone downloading Byju's — The Learning App. And

then, with the help of cheap, over-eager venture capital, he turned his eponymous organization into an acquisitions juggernaut, spending nearly \$3 billion globally during the pandemic-era craze for remote learning.

The result has been nothing short of disastrous. Just 15 months ago, the startup was worth \$22 billion. Now one of its main investors has cut Byju's valuation to under \$3 billion. Prosus NV — as well as two other early backers, Peak XV and the Chan Zuckerberg Initiative — have quit the edutech's board. Creditors have taken control of Byju's Alpha, a US financing vehicle, over an unpaid \$1.2 billion term loan.

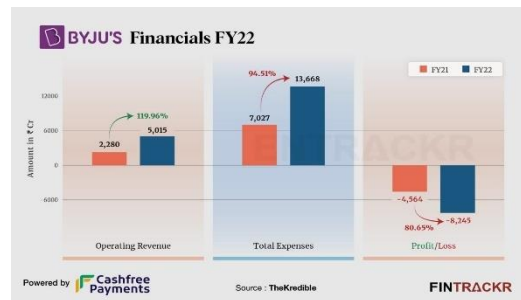
The group is facing an acute liquidity crunch. Amid mass layoffs and deep losses, the former billionaire founder has sold his homes to pay salaries. Still, Raveendran is not entirely out of options. Byju's could raise funds by selling Epic!, its US-based kids' digital reading platform. At home, its physical test-prep business has seen interest from a wealthy Indian investor. In a sale or initial public offering of the unit, the crown jewel of the shrinking empire could fetch more than the nearly \$1 billion Byju's had paid for it in 2021.

All bets for a revival would be off if Byju's gets dragged into bankruptcy, though the likelihood of that is small for now. The Board of Control for Cricket in India has initiated an insolvency petition, alleging that the company defaulted on its sponsorship payments. However, the amount involved isn't large, and the board may be persuaded to accept a payment plan. Existing investors could help ease the funding crunch, but Raveendran may have to accept a much lower valuation.

How did so much go so wrong so quickly? The sales machine that propelled Byju's rapid ascent to the world's most valuable edutech also played a large role in its downfall, according to *The Learning Trap*, a new book by Morning Context journalist Pradip Saha.

FINANCIAL PERFORMANCE ANALYSIS OF BYJU'S

Edtech company Byju's has released its audited financial statements for FY-22 and its revenue from operations spiked 2.2X during the period. However, its losses widened to Rs. 8,245 crore in FY-22.



MARKET RESEARCH ANALYSIS OF BYJU'S

❖ 2015:

Launched the learning revolution of India – BYJU'S App.

❖ 2016:

Awarded by Google Play India as the 'Best Self-Development App'.

❖ 2017:

Created an online panel for the parents to track their child's progress and BYJU's Math App for kids.

❖ 2018:

15 million registered users out of which, 900,000 were paid subscribers.

❖ 2019:

Recognized as the world's most valuable ed-tech company.

❖ 2020:

Earned Rs 2800 cr in Revenue

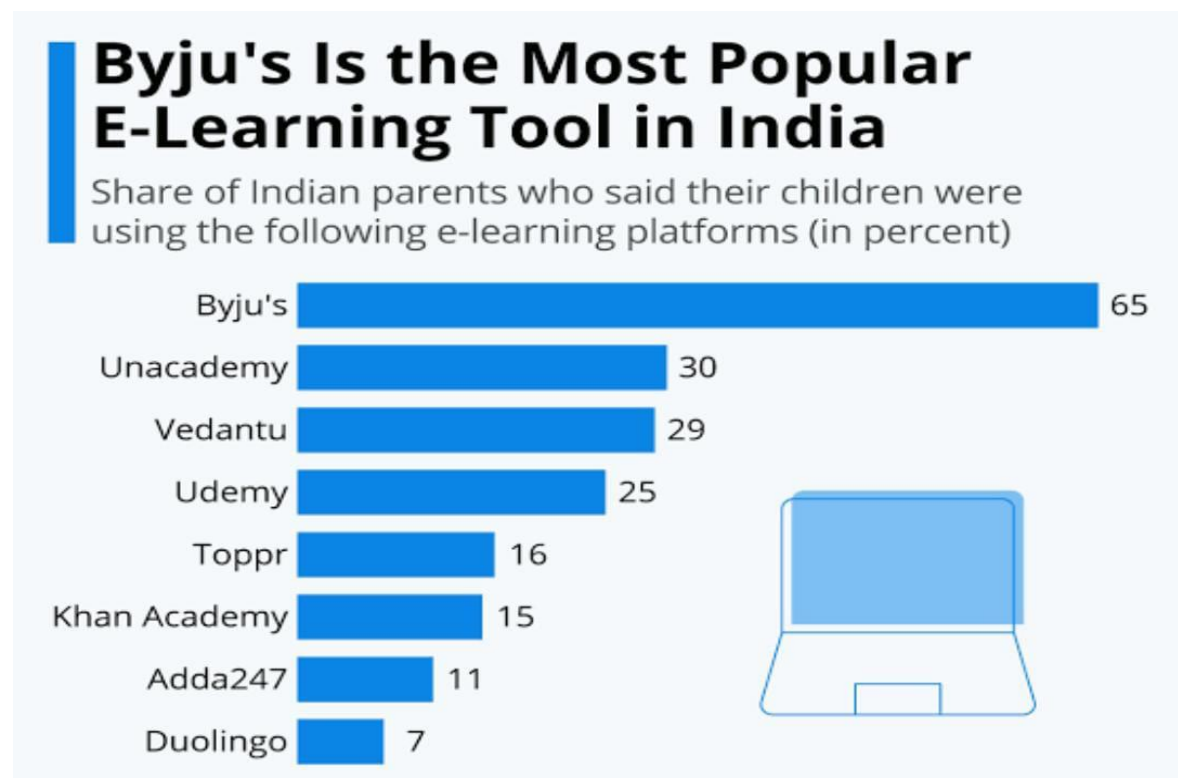
❖ 2020:

Witnessed the busiest three months due to the impact of COVID-19

Industry analysis OF BYJU'S

Drive Revenue Growth, Manage Marketing and...

The significance of Byju's in the EdTech sector cannot be overstated. At its peak, it was valued at a staggering \$22 billion, making it not just India's but one of the world's most valuable EdTech firms.



SWOT analysis of Byju's:



Strengths:

- 1. Strong brand recognition:** Byju's is one of the most well-known online learning platforms in India and globally.
- 2. Effective content delivery:** Byju's offers engaging and interactive learning content across various subjects and grades.
- 3. Adaptive learning technology:** Byju's uses AI and data analytics to personalize learning experiences for students.
- 4. Diverse product offerings:** Byju's provides a range of products, including apps, online courses, and offline learning materials.
- 5. Strategic partnerships:** Byju's has partnered with schools, governments, and educational institutions to expand its reach and impact.

Weaknesses:

- 1. Costly subscription:** Byju's subscription can be expensive for some students and families, limiting accessibility.
- 2. Limited subject coverage:** While Byju's covers core subjects, it may lack in-depth coverage of niche topics or specialized fields.
- 3. Dependence on technology:** Byju's heavily relies on technology, which can be a weakness if there are technical issues or disruptions.
- 4. Competition:** Byju's faces competition from other online learning platforms and traditional educational institutions.
- 5. Inconsistent user experience:** Some users have reported technical glitches and inconsistent quality in content delivery.




Opportunities:

- 1. Global expansion:** Byju's can explore opportunities to expand its reach beyond India to other international markets.
- 2. Partnerships with schools and governments:** Byju's can collaborate with educational institutions and governments to provide learning solutions at scale.
- 3. Diversification of offerings:** Byju's can consider diversifying its product offerings to include vocational training or professional development courses.
- 4. Innovation in technology:** Byju's can continue to invest in research and development to enhance its technology and learning methodologies.
- 5. Addressing emerging market needs:** Byju's can adapt its offerings to meet the evolving needs of learners, such as skills development for the future workforce.

Threats:

- 1. Regulatory challenges:** Changes in educational policies or regulations could impact Byju's operations and market access.
- 2. Economic downturn:** Economic instability could lead to reduced consumer spending on education-related products and services.
- 3. Competition from traditional institutions:** Traditional educational institutions may ramp up their online offerings, posing a threat to Byju's market share.
- 4. Technological disruptions:** Rapid advancements in technology could render Byju's current offerings obsolete if not adequately adapted.
- 5. Negative publicity or reputation damage:** Any scandals or controversies could tarnish Byju's brand image and erode consumer trust.

COMPARATIVE ANALYSIS OF BYJU'S

			
Origin Story	Began with offline classes and pivoted to online in 2015	Launched as a YouTube channel	Started as an online tutoring platform
Services Offered	K-12 Tuitions, Test Prep (JEE, NEET, UPSC, GATE, CAT), Course on Tablet, Online & Offline Foundation Classes	Test Prep JEE, NEET, UPSC, GATE, CAT, NCLAT, CUET), UPSKILLING Courses, Offline Test Prep (JEE, NEET)	Online Tuitions For K-12
Revenue Models	Freemium Subscription Based Model, Hardware Sales (on website), Offline Career Counselling & Coaching	Freemium Subscription Based Model	Freemium Subscription Based Model
Revenue in FY-22	INR 2,428.3 Cr	INR 464 Cr.	INR 135 Cr
Net Loss	INR 4,588 Cr	INR 1,537.4 Cr	INR 601.2Cr
Funding	\$ 5.3 Bn	\$ 848Mn	\$ 293 Mn
Valuation	\$21 Bn	\$3.4 Bn	\$1Bn
Acquisitions	20+ (great learning, Aakash, Whitehat jr, topper, etc)	12+ (Tap Chief, Neo Stencil, Reho, etc)	Nistas'll Pedagogy
Number of users	150 Mn+	99 Mn+	35 Mn+

Paid subscriber	7Mn+	1 Mn+	1 Mn+
Number of educators	12K+	91K+	500+
Total employee count	4K+	8K+	5.5K+

RESEARCH

METHODOLOGY

Research Methodology

PROBLEM STATEMENT:



problem statement

**A Study of Business Development Strategy Adopted by Byju's With
Reference To Nagpur City.**

NEED OF THE STUDY:



- To understand the evolution and success of Byju's as a prominent player in the earlier stage.
- To explore how Byju's strategic decisions have contributed to its rapid growth
- To analyze the competitive landscape of the edtech industry.
- To investigate the impact of Byju's business development initiatives.
- To identify the key factors that have driven Byju's business development strategy and examine their implications.
- To evaluate the effectiveness of Byju's partnerships, marketing campaigns, and expansion efforts in achieving its business objectives.
- To assess the scalability and sustainability of Byju's business model
- To draw insights and lessons from Byju's business development journey.

OBJECTIVES OF THE STUDY:



The objectives for project report on the topic of A Study of Business Development strategy adopted by Byju's with reference to Nagpur city may include:

- To analyze the key components of Byju's business development strategy.
- To evaluate the impact of Byju's business development initiatives on its market expansion and competitive positioning.
- To examine the role of strategic partnerships and collaborations.
- To investigate the alignment between Byju's business development strategy and its overall business goals and objectives.
- To propose recommendations for enhancing Byju's business development strategy based on best practices and lessons learned from the company's experience.



HYPOTHESIS

- This MBA final year project report aims to investigate the effectiveness of BYJU'S business development strategies and their impact on the company's growth and market position. The null hypothesis suggests that there is no meaningful correlation between BYJU'S strategies and its success, while the alternative hypothesis posits that there is a strong relationship between the two. Through rigorous analysis and comparison with industry benchmarks, this study seeks to validate or refute these hypotheses and provide insights into the key drivers of BYJU'S success in the competitive landscape of edtech.

RESEARCH DESIGN

DATA COLLECTION:

➤ PRIMARY DATA:

Data has been collected through interviews with key stakeholders in BYJU'S management and industry experts.

➤ SECONDARY DATA:

supplemented by analysis of secondary sources such as company reports and academic literature. Purposeful sampling has been used to select participants, and thematic analysis has been employed to identify patterns and insights from the data.

This methodology has enable a comprehensive examination of BYJU'S strategies, their effectiveness, and their implications for business development in the EdTech industry.

LIMITATIONS OF STUDY:



Certainly! Here the limitations of studying business development strategy adopted by Byju's with reference to Nagpur city are given:

- Limited Access to Data.
- Single Company Focus.
- Dynamic Market Conditions.
- Dependence on Secondary Sources.
- Limited Scope for Primary Research.
- Bias in Public Information.

DATA ANALYSIS

&

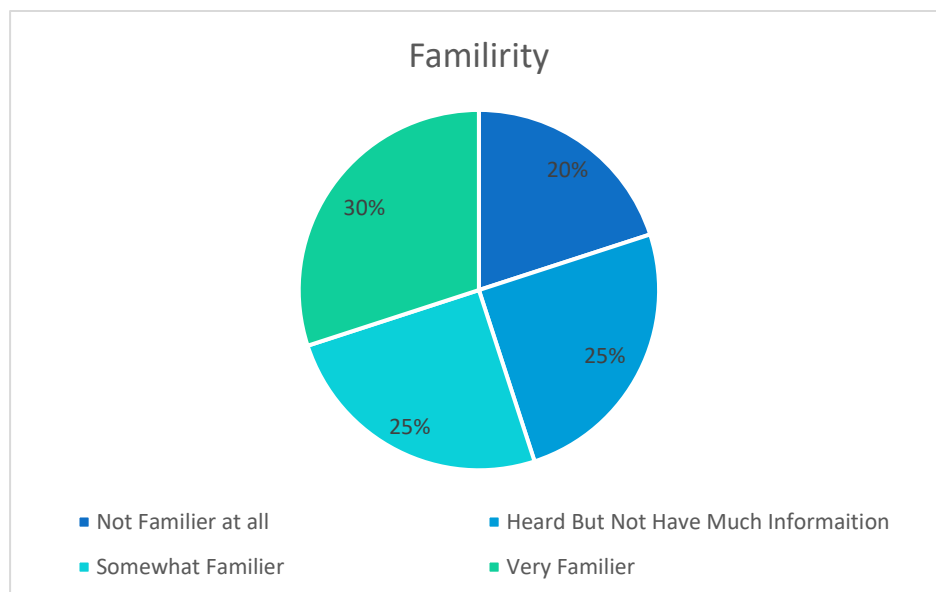
INTERPRETATION

DATA ANNALYSIS & INTERPRETATION



CUSTOMER FEEDBACK ANALYSIS OF BYJU'S

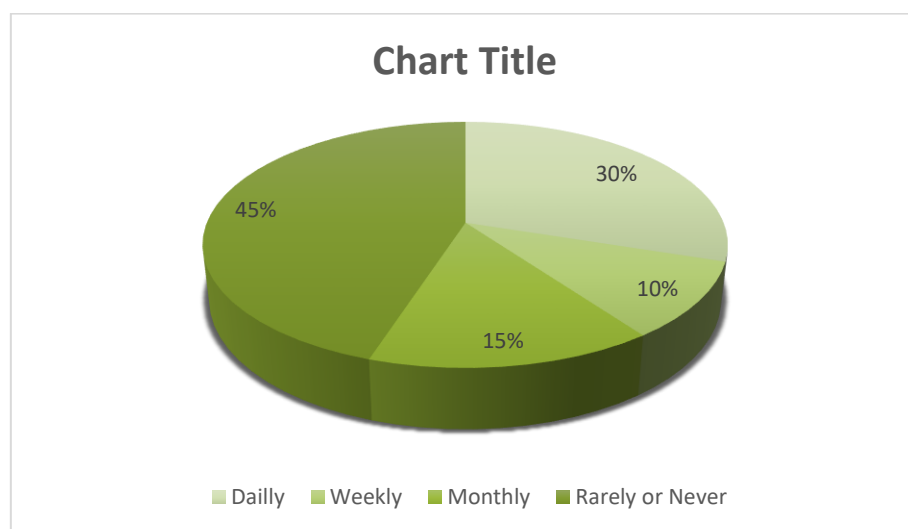
- How famalier are you with byju's?



Interpritation:

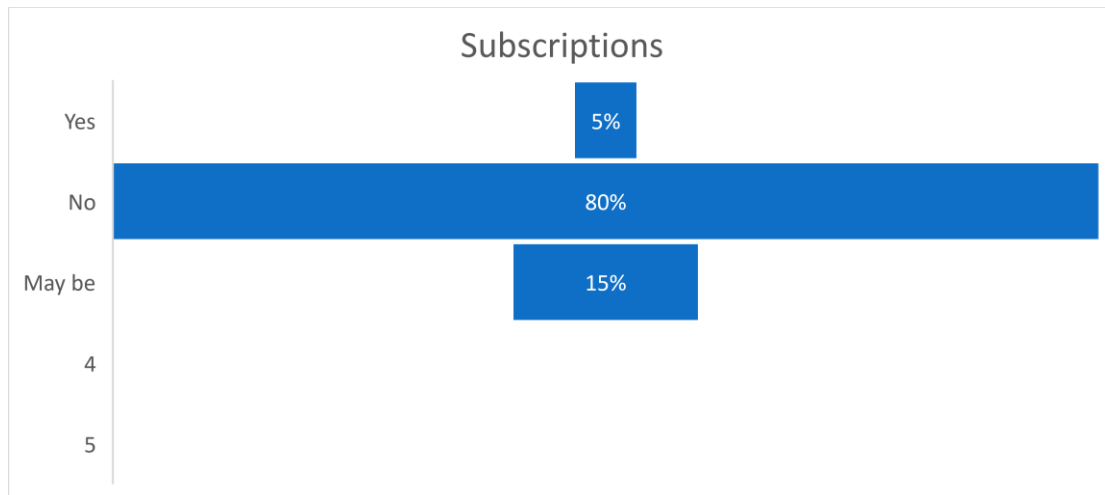
In this chart we can interprite that the 20% People are not familier with byjus and 25% people heard about it they don't have much information about it .25% people are somewhat familier and remaining 30% are very familier with this.

➤ How often do you use educational apps or platforms?



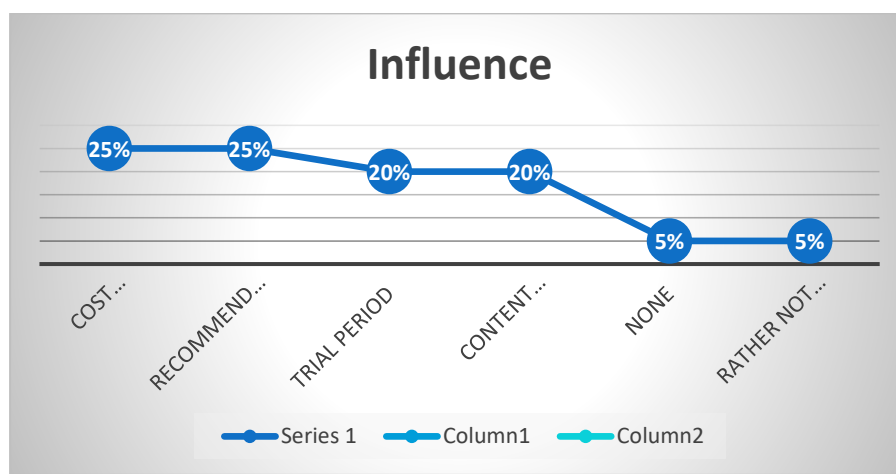
Interpretation: According to this chart 30% people uses the educational platforms on a daily basis .10% people use these platforms and apps weekly and 15% people go through these monthly but the 45% people have been never use these platforms or apps.

- Have you ever subscribe to any paid service offered by byju's?



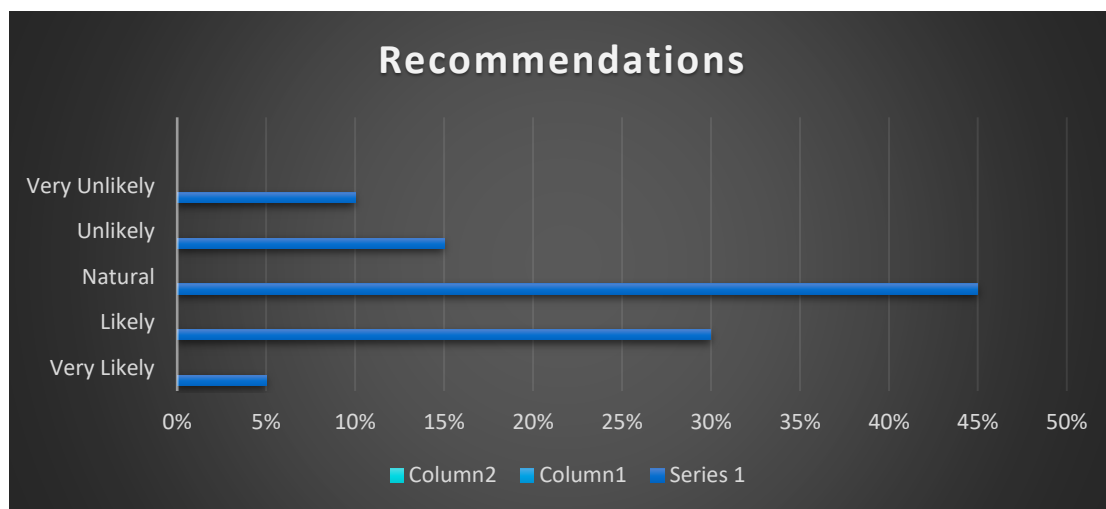
Interpretation: If we Interpret this chart then we can clearly see that the only 5% people have the subscription of services offered by byjus but 80% of people don't have any subscriptions according to survey conducted by me for my MBA Final year project report on topic apart from that we can also see that may be 15% people subscribe the same but they are not sure about it.

- What factors influenced your decision to subscribe or not to byjus paid services?



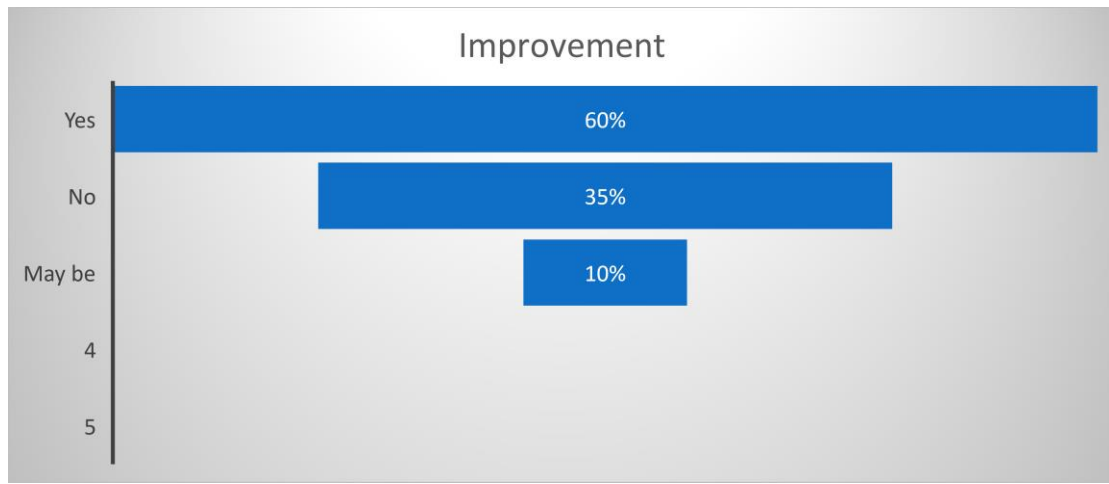
Interpretation: 25% people are influence with the cost effectiveness of byjus as well as with its recommendations from other people and 20% people influenced by the trial period of byjus and content verity. 5% not influenced by any factor of byjus and remining 5% are not want say anything about it.

➤ How likely are you to recommend byjus to a friend or colleague?



Interpretation: My survey shows that the 10% people can give recommendations of byjus to there friends very unlikely and colleague.15% people have choose the option unlikely and the most of the % of people will naturally recommend about it to there friends i.e.45% less then this30% people will recommend it likely apart from all of this 5% people have go for the option ‘very likely’.

➤ Do you think byjus can improve its business?



Interpretation: In this char it has been shown that most of % of people are in the fewar of the improvement. 35% people are not agried with this and remaining 10% are not shure about this.

➤ How satisfied are you with your experience with byjus?



Interpretation: the study of Business development strategy adopted by byjus with reference to Nagpur city shows that the 15% people are very satisfied or satisfied with byjus. 45% are naturally satisfied and 15% people are also dissatisfied and the 10% are very satisfied with experience they have with the byjus company

FINDINGS

&

SUGGESTIONS

Findings:



Findings for The MBA final year project report on the business development strategies adopted by Byjus in Nagpur city are as given:

- Byju's financial analysis for Nagpur city reflects very low steady revenue growth year-on-year.
- The company's customer feedback in Nagpur highlights Neutral satisfaction levels with its personalized learning approach.
- Market performance data indicates Byju's strong positioning in the education technology sector during the period of pandemic in Nagpur.
- Byju's investment in digital marketing has significantly enhanced its brand visibility in the city.
- Financial metrics show Byju's profitability margins performing industry averages in Nagpur.
- Customer feedback emphasizes Byju's effective use of technology to engage and educate learners in Nagpur.
- In its earlier stage market share analysis reveals Byju's gaining a competitive edge over traditional educational institutions in Nagpur.

Overall, the findings suggest that Byju's business development strategies align well with the needs and preferences of customers in Nagpur, resulting in strong financial performance and market success.

Suggestions



Propose recommendations for enhancing Byju's' business development strategies in Nagpur

- ❖ Byju's should prioritize continuous innovation in its content delivery methods and technology integration
- ❖ To address the issue of affordability, Byju's could explore options such as offering flexible pricing plans or implementing scholarship programs.
- ❖ Conducting regular market research and gathering feedback from users can help Byju's identify evolving market needs.

CONCLUSION

Conclusion



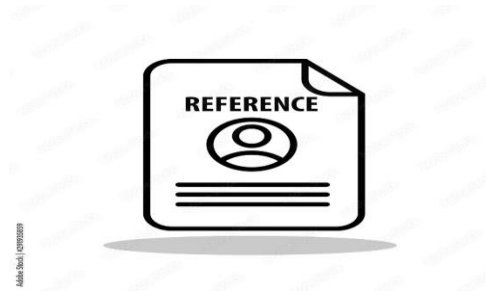
In conclusion, the study of Byju's business development strategy offers valuable insights into the dynamics of the online learning industry and the factors contributing to the success of a leading player in this space. Byju's has demonstrated remarkable growth and market penetration through its strategic initiatives during the period of covid-19.

In essence, the study underscores the importance of strategic vision, innovation, and market responsiveness in shaping the success of business development endeavours, with Byju's serving as a compelling case study for aspiring entrepreneurs and industry stakeholders alike.

This study is showing that there is no significant relationship between BYJU'S business development strategies and its success in the education technology sector that's why **Null hypothesis** is rejected and **alternative hypothesis** is accepted because it is showing that BYJU'S business development strategies significantly contribute to its success in the education technology sector.

REFERENCES

REFERENCES



For successfully completing my project report I have taken help from following websites and books which are given below:

- ❖ [statista.com](https://www.statista.com)
- ❖ [ibisworld.com](https://www.ibisworld.com)
- ❖ [marketresearch.com](https://www.marketresearch.com)
- ❖ [forbes.com](https://www.forbes.com)
- ❖ [bloomberg.com](https://www.bloomberg.com)
- ❖ [businessinsider.com](https://www.businessinsider.com)
- ❖ <http://www.google.com>
- ❖ <http://www.learn.byju's.com>

Books:

- ❖ "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.
- ❖ "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
- ❖ "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter.

ANNEXURE

ANNEXURE



Annexure: Questionnaire

Title: Business Development Strategy at Byju's

Name: _____

Contact No.: _____

Email ID: _____

❖ Gender

- a) Male
- b) Female

❖ What is your age group?

- a) 18-25
- b) 26-35
- c) 36-45
- d) 46 and above

❖ How familiar are you with Byju's?

- a) Not familiar at all
- b) Heard of it but not much information
- c) Somewhat familiar
- d) Very familiar

❖ How often do you use educational apps or platforms?

- a) Daily
- b) Weekly
- c) Monthly
- d) Rarely or never

❖ Have you ever subscribed to any paid services offered by Byju's?

- a) Yes
- b) No

❖ What factors influenced your decision to subscribe or not subscribe to Byju's paid services?

- a) Cost-effectiveness
- b) Recommendations from others
- c) Trial period
- d) Content variety
- e) Others (please specify)

❖ How likely are you to recommend Byju's to a friend or colleague?

- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

❖ Do you think Byju's can improve its business?

- a) Yes
- b) No
- c) Unsure

❖ How satisfied are you overall with your experience with Byju's?

- a) Very satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very dissatisfied

Thank you for participating in this survey. Your feedback is valuable for our research.
