

Majors: MKT/P/6

**"Building Customer Retention Strategy and
Growth Strategy for LearnOBots"**



By:

Asadullah Ali Shami

01-321192-004

Talha Ali

01-321192-031

Muhammad Abbas

01-221192-014

Supervisor:

Sir Qazi Mohammed Ahmed

Department of Business Studies

Bahria University Islamabad

Fall-2020

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date 19/02/2021

Topic of Research: "Building Customer Retention Strategy and Growth Strategy for LearnOBots"

<u>Names of Students:</u>	Enroll #
Asadullah Ali Shami	01-321192-004
Talha Ali	01-321192-031
Muhammad Abbas	01-221192-014

Class: Master of Business Administration

Approved by:

Sir Qazi Mohammed Ahmed

Supervisor

Sir Ahmed Hashmi

Examiner-I

Dr. Muhammad Arsalan

Examiner-II

Dr. Syed Haider Ali Shah

Research Coordinator

Dr Muhammad Ali Saeed

Head of Department

Business Studies

Abstract

Our final project is based on LearnOBots. LearnOBots is a well-known education technology company operating in Islamabad. The purpose of this project is to study actual business scenario and develop solutions by using business tools we studied at university. The methodology used to collect primary data for this project is through interview and meetings. After gathering and analyzing the data we came to know that due to pandemic, the Stem Labs domain of LearnOBots had been affected severely, as all offline educational activities were ceased in campuses. Institutes shifted their classes online and LearnOBots also did the same by starting online coding camps. Moreover there is a lack of uniformity in business operations in (STEM Labs) department at LearnOBots. This leads to a high turnover in registered students on monthly basis and low growth rate in new enrollments resulting in majors losses. There were few constraints during this project which includes limited time, limited resource availability, limitations due to COVID-19 and limited budget as well. We provided some changes to LearnOBots in their operational procedures which includes creating a detail schedule of all the activates on Google Sheets so that each department can coordinate according to it, arrangement of makeup classes on time for students and division of work load among employees. Further more we provided a marketing plan to LearnOBots so that they can get registrations for online coding camps. The communication gaps of the company reduced by using schedules and they started using up uniform digital promotional plans and marketing campaigns for their current online coding camps.

Acknowledgement

We would like to express our special thanks of gratitude to our teacher Sir Qazi Ahmed as well and Mr. Mohsin Mehmood Khan (LearnOBots) who gave us the golden opportunity to do this wonderful project on the topic “Building Customer Retention strategy and growth strategy for LearnOBots”, which also helped us in doing a lot of Research and we came to know about so many new things we are thankful to them.

Secondly, we would also like to thank our parents and friends who helped us a lot in finalizing this project within the limited time frame.

Table of Contents

CHAPTER # 01	1
1.1. Introduction	1
1.2. Importance of STEM education	2
1.3. USE OF SOCIAL MEDIA	3
1.4. Project Goal:	3
1.5. Statement of scope:	4
1.6. Project Objectives:	4
1.7. Key Success Factors	4
1.8. Management planning.	5
1.9. Quality Criteria	6
1.10. ASSUMPTIONS	6
1.11. Anticipated Benefits:	7
1.12. Project constraints:	7
1.13. Estimated timeframe:	9
CHAPTER # 02	10
PROBLEM DEFINITION	10
2.1. Problem Statement:	10
2.2. Explanation:	10
2.3. Requirement analysis	11
2.4. SWOT ANALYSIS	11
2.4.1. STRENGTHS:	11
2.4.2. WEAKNESSES:	11
2.4.3. OPPORTUNITIES:.....	12
2.4.4. THREATS:	12
2.5. PEST Analysis.	12
2.5.1. Political factors:	13
2.5.2. Social factor:	13
2.5.3. Economic factors:.....	13
2.5.4. Technological factors:	14
2.6. Porter Five Forces Model:	14
2.6.1. Threats of new entrants:	15
2.6.2. Buyer Power:.....	16

2.6.3.	Threat of Substitution:.....	16
2.6.4.	Supplier Power:.....	16
2.6.5.	Competitive rivalry:	16
2.7.	VRIO Framework.....	16
2.8.	TOWS Matrix of LearnOBots.....	17
CHAPTER # 03.....		18
DESIGNAND IMPLEMENTATION.....		18
3.1.	Marketing Plan:	18
3.1.1.	Marketing vision and mission:	18
3.1.2.	Market Segmentation:	18
3.1.3.	Target Market:.....	19
3.2.	Organization’s capabilities and core competencies	19
3.2.1.	Brand.....	19
3.2.2.	Team	19
3.3.	Promotional plan.....	20
3.3.1.	Social media.....	20
3.3.2.	E-retailing	20
3.3.3.	Discount offers.....	20
3.3.4.	Use of other marketing tools.	20
3.3.5.	Collaborate with others business functions.	21
3.4.	Creating Standards for the Employees:	21
3.4.1.	Scheduling and updating training schedule regularly (use elaborative paragraphs):	21
3.4.2.	Makeup Classes arrangement	22
3.4.3.	Division of work	22
3.5.	Team members training:	23
CHAPTER# 04.....		24
TESTING AND DEPLOYMENT.....		24
4.1.	Budget plan:	24
4.2.	Digital Marketing.....	24
4.2.1.	Paid Promotions	25
4.2.2.	Content Creation	25
4.2.3.	Posting time of the content.....	25
4.2.4.	Hash tags.....	26

4.2.5. Instagram Promotion	26
4.2.6. Twitter.....	26
4.2.7. Personnel expenses:	27
CHAPTER# 05.....	28
Action Plan	28
5.1. Social media:.....	29
5.2. E-retailing.....	30
5.3. Discount offers.....	30
5.4. Use of other marketing tools.....	30
5.5. Collaborate with others business functions.....	30
5.6. Future enhancement	31
CHAPTER # 06.....	32
CONCLUSION	32
Appendix (A).....	33
Appendix (B)	34
References	35