A study on

Bata

A *dissertation report submitted*

In the partial fulfillment of the requirement for the award of

BACHELOR OF COMMERCE

By

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Project **H.O.D**

A..M.A.L *DBGRBB* COLLEGE

Anakapalli,Visakhapatnam.

2020-2023

<u>DECLARATION</u>

I hereby declare and confirm that this dissertation is entirely the result of my own work expect where otherwise indicated. I grate fully acknowledgement the supervision and guidance. I have received

from my guide Y.Naidu *Project HOD, A M A L Degree College*, Anakapalle, Vishakhapatnam, Andhrapradesh.

<u>CERTIFICATE</u>

I certify that this is a Bonafide work of **Mr.KALINGA AJAY** and is submitted in partial fulfillment of the requirements for the award of the *Degree Bachelor of Commerce* in Andhra University.

Place:_____

Date:_____

Y.NAIDU

Project Head

A M A L *Degree College*

Anakapalle, Andhrapradesh

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TEAM MEMBER 3   :   **GOLAGANI GOPI**

ACKNOWLEDGEMENT

Firstly I would like to express my indebtedness appreciation "APSCHE" government and Andhra university for providing on excellent opportunity to learn while working through internship. I am gratefully to " **SMART BRIDGE** " providing the details of the course in depth and for teaching the topics theoretically and practically to the students kindly smart bridge staff for handling this long –term internship with hard work and patience. I would like to express my sincere thanks to **" YEDLA NAIDU" SIR** (mentor name), for his/ her valuable guidance and support in completing my project coordinators" **T. NIRANJAN KUMAR SIR**" for encouragement and problem solving during the project. I extend my gratefulness to over correspondent **sir MR. DADI SRINIVAS RAO** and director **K.S N MANGARAJU SIR** for there support and heartfelt compelling the project. I would also like to express my gratitude to words our principal **DR. G. JAYABABU** for given me this great opportunity in do a project on BATA show room without there support and suggestions, this project would not have been completed.

Bata

Comprehensive Digital Marketing

Project Work

INDEX

✱✱✱

OVERVIEW OF ORGANIZATION

Today, Bata India has established itself as India's largest footwear retailer. Its retail network of over 1375 stores gives it a reach / coverage that no other footwear company can match. The stores are present in good locations and can be found in all the metros, mini-metros and towns

.

A family-owned business for over 125 years, the company is organized into three business units: Bata, Bata Industrials (safety shoes) and AW Lab (sports style). Bata is a portfolio company with more than 20 brands and labels, such as Bata, North Star, Power, Bubblegummers, Weinbrenner, Sandak, and Toughees.

Bata India Ltd (Bata India) is a manufacturer, wholesaler, and retailer of footwear and related accessories. The company's product portfolio comprises slippers, sandals, formal wear shoes, casual wear shoes, infant shoes, and sports shoes.

About Company:

Founder of The company : Tomas Bata

Founded year : September 21, 1894

Official Website : *https://www.bata.in/*

Mission /Values :

BATA delivers safe, high-quality, efficient, and reliable transportation services in its region that link people, jobs, and communities.

USP : The biggest usp of Bata, claims kataria, is ability to offer stylish designs at a hugely competitive price.

Brand Messaging : Just message, call or video chat with our footwear expert select your favorite pair of shoes and get them home delivered within a few hours.

Example : So costly was this victory, however, that Bata, finding he could not reduce Neustadt retraced his steps and established himself in his magnificent tent (whence the name "golden") on the Volga. Close by, at Bata Toils (" inscribed stone"), are some Hindu remains

- **Tomas Bata**

Founder of Bata

- *Bata Team Members*

- *Bata Showroom*

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Personas

- ❖ **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

- ❖ **Company/Topic For Project :** BATA India Limited

- ❖ **Introduction To The Brand :** Today, Bata India has established itself as India's largest footwear retailer. Its retail network of over 1375 stores gives it a reach / coverage that no other footwear company can match. The stores are present in good locations and can be found in all the metros, mini-metros and towns.

- ❖ **Logo of Brand :**

- ❖ **Analyse Brand Messaging:**

    Brand messaging is the way your brand communicates its unique value Proposition and personality through its verbal and nonverbal messaging. It's how your consumers can have a relationship with your brand. Brand messaging is how your brand speaks.

- ❖ **Examine the brand's tagline:**

    A tagline is a short phrase or slogan that encapsulates the brand's Essence and differentiation. It is an essential part of the brand messaging strategy as it. Helps in creating brand recall and recognition.

- ❖ **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

    Competitor 1: Bata India LTD. BATND.

    Website : https://www.bata.in/brands/

    USP : Bata India is the largest retailer and leading manufacturer of footwear in India and is a part of the Bata Shoe Organization. Incorporated as Bata Shoe Company .

    Communication : Bata India Ltd. Email us at in-customer.service@bata.com ... your reference/case ID and feedback with Head of Customer Service at headcx.india@bata.com

Competitor 2: Bhatia International Ltd. BHAINL.

Website : https://www.bhartiya.com/

USP : Bhartiya International Ltd is the largest manufacturing export house of leather apparel and accessories out of India with a presence in India, China and Italy

Communication : Bhatia International Ltd is the largest manufacturing export house of leather apparel and accessories out of India with a presence in , China and Italy.

**Competitor 3:** Campus Active wear Ltd.

 Website: https://www.campusactivewear.com/

USP : INVESTOR RELATIONS · ABOUT US · OUR LEADERSHIP · Key Milestone · CORE VALUES · MEDIA CENTER · CORPORATE SOCIAL RESPONSIBILITY.

Communication : CORPORATE SOCIAL RESPONSIBILITY Campus believes that businesses grow due to society and hence it's important that we give back to help grow the society as..
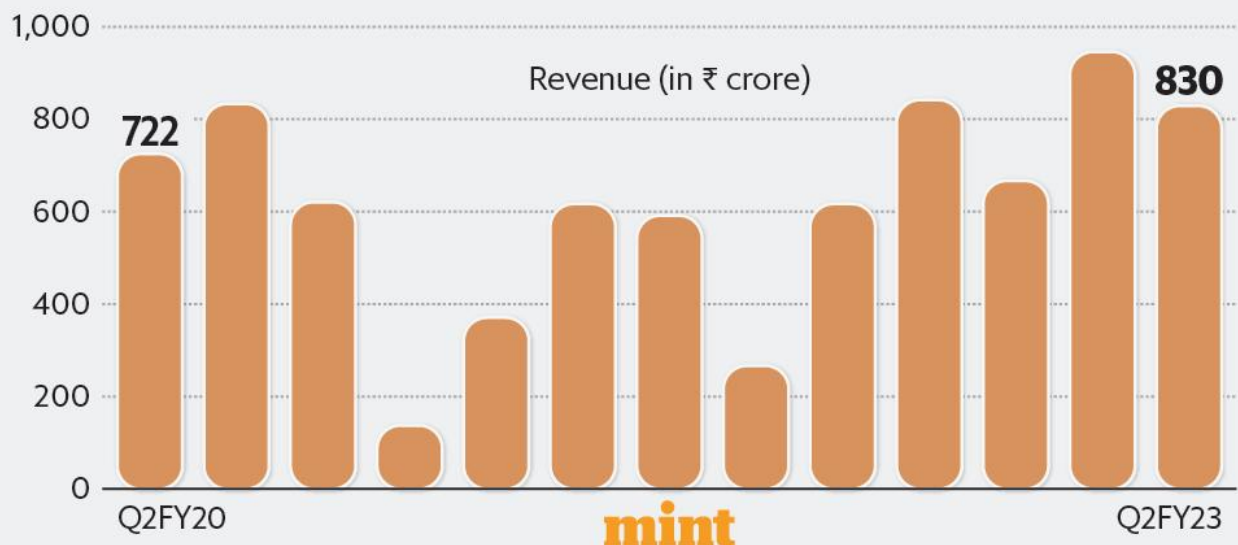
Market Share of Bata

% Number of Customers

- Adidas
- Bata
- Puma
- Reebok
- Paragon

(5%, 25%, 20%, 10%, 40%)
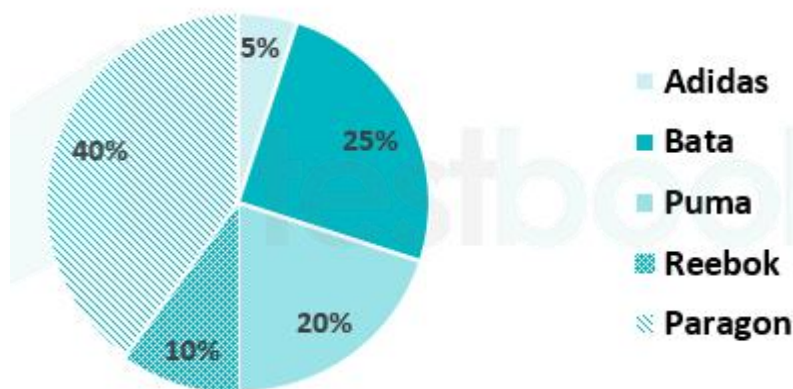
Bouncing bank

Bata India's revenue in Q2FY23 was 15% higher than Q2FY20, a pre-covid quarter.

Revenue (in ₹ crore)

722 ... 830

Q2FY20 ... Q2FY23

mint

Source: Company presentation

● **Bata india**   ● **Relaxo Footwear**
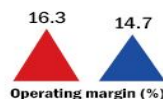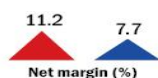
Financials   All numbers in ₹ cr

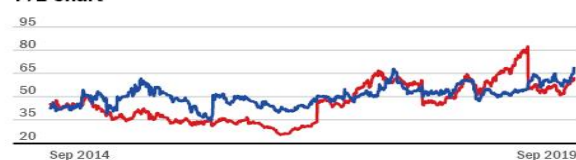| Revenue	Operating profit	Net profit	Net worth	Total debt	Cash from operations	Market cap
2,931	488	329	1,742	0	345	20,156

Financials   All numbers in ₹ cr

Revenue	Operating profit	Net profit	Net worth	Total debt	Cash from operations	Market cap
2,292	324	175	1,105	112	124	12,293

Price chart

Rebased to 100

Sep 2014 ... Sep 2019

P/E chart

Sep 2014 ... Sep 2019

58.1	10.9	0.40	0
68.6	10.6	0.18	0.1
Price to earnings	Price to book	Dividend yield (%)	Debt to equity

Net margin (%): 11.2 / 7.7

Operating margin (%): 16.3 / 14.7

ROE (%): 20.5 / 18.9

ROCE (%): 30.6 / 25.8

Five-year annualised growth

Revenue (%): 7.3 / 13.6

Operating profit (%): 7.9 / 17.1

EPS (%): 11.5 / 20.9
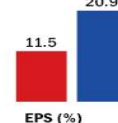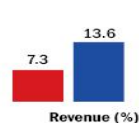
Price related data as on Sept 11, 2019.

Buyer's/Audience's Persona: Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours and interests.

➢ **Target Audience :**

   Bata is ready to meet any footwear need through its wide range of footwear. If upper-class, high-income individuals desire a luxurious shoe, Bata can meet their needs. If a lower-class, low-income person only needs a shoe to cover their feet, Bata provides a solution for them as well.

➢ **Residential consumers :** We provide the world's most comfortable and stylish shoes, accessories and apparel to help consumers look and feel their best. We know we've done our job when ...

➢ **Commercial and industrial customers :** The Bata Group is a family-owned business, making it possible to provide customers around the world with the best shoes at the best prices.

➢ **Quality and Trust :**There are five traits that you'll find within data quality: accuracy, completeness, reliability, relevance, and timeliness – read on to learn more. A data trust is a secure system and legal entity that manages someone's data on their behalf. Often an independent third party, they store the data and manage individual and collective rights of submission and access to data.

Bata
Boy and girls

Age :from 3Years onwards and above people will be used**.**

Bata have almost Branches all over of India.

Ads : You Tube,Instagram Community Platform Like google.

Social status :persons experience long lasting price.

Buyer Persona Considerations

Demographics:
- Age Range
- Gender
- Children
- Marital Status
- Location
- Income
- Education

Professional Information:
- Job Title / Role
- Career Path
- Company Size
- Industry
- What types of tools do they use regularly?
- How is success measured?

Values & Fears:
- What do they value in their professional life?
- What is important to them when considering products?
- What objections might they have?
- What drives their decision-making process?

Goals & Challenges:
- What are their professional and career goals?
- How does your product or service fit into their goals?
- How can you help solve challenges and meet goals?

Information Gathering:
- How do they get their information?
- How do they communicate?
- What media do they consume?
- Are they members of organizations?
- What social media channels are they on?
- Do they attend conferences?
- Do they prefer videos or webinars?

Other Questions to Consider
- Are they going to be a good fit to work with your team?
- Is their organizational structure going to connect with yours?
- Do they have the budget?
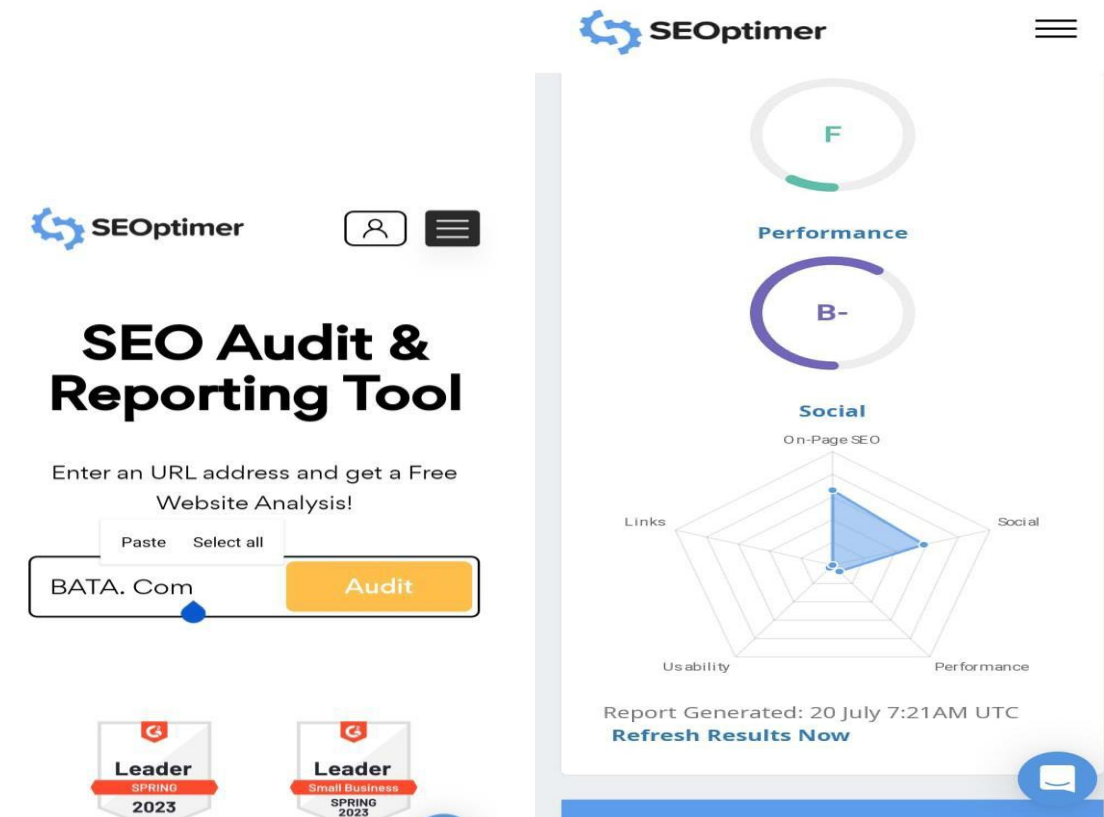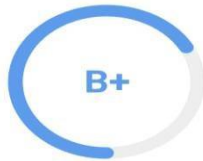- Are you connected with the right individual?

Part 2: SEO & Keyword Research

❖ **SEO Audit:** Do an SEO audit of the brands website

❖ **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer),Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.

❖ **On page Optimization:** Meta Tag optimization & content optimization. Reflect on the process of conducting keyword research and the SEO recommendations provided. Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

❖ **SEO :**
  ✓ search engine optimization is the process of increase the traffic of visitors to the website from search engines via organic means using different algorithms via natural are un – paid ways.
  ✓ Most popular SEO platform are Google and yahoo search engines .People perform
  ✓ Various strategies to appear on the front pages of theses search engines which are widely used by customers all over the world.
  ✓ Typically, the earlier (or higher)a site appears in the search results list, the more visitors it will receive form the search engine.
  ✓ This gives a web site web presence.

❖ **PPC (aka search engine advertising) :**
  ✓ Pay per click (PPC) :is an interest advertising modal use on wed sites for advertisement, in which advertisers pay their ad is clicked.
  ✓ With search engine like goggle and yahoo advertisers typically bid on keyword phrases relevant their target market.

❖ **The keyword research:** Keywords are the words that describe your topic of research. These can be individual words or a Bata. These keywords can be chosen from the sentence you create to you create to define your research topic.

❖ **Keyword types include:** Short tail, keywords, short- term (evergreen), product defining, geo- targeting, LSI (Latent semantic Indexing), and intent targeting.

❖ **Seed Keywords:** Begin with seed keywords that directly relate to the product, such as "BATA SLIPPERS" footwear," or "Bata slip- on shoes".
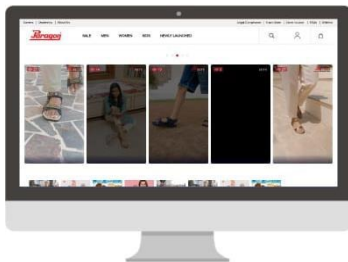
On-Page SEO Results

B+

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag ✓

You have a title tag of optimal length (between 10 and 70 characters).

Buy Footwear for Men and Women

Position	Keywords	
Position 1	205	
Position 2-3	88	
Position 4-10	484	
Position 11-20	1,808	
Position 21-30	2,413	
Position 31-100	12,425	

Links

Number of Backlinks *i*

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

Signup - Free Trial

On-Page Link Structure *i*

B+

On-Page SEO

F

Links

F

Keyword Consistency ✗

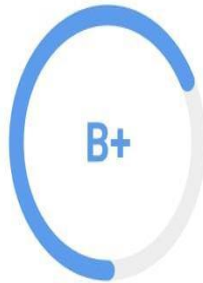Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Phrases

Phrase	Title	Meta Descript
all taxes	✗	✗
flip flops	✗	✗
men women	✗	✗
casual shoes	✗	✗
all taxes mens	✗	✗
shoes for men	✗	✗
womens sandals	✗	✗
taxes mens	✗	

SEOptimer

On-Page SEO Results

B+

Your On-Page SEO could be better

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Links

Number of Backlinks ⓘ

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Signup - Free Trial

On-Page Link Structure ⓘ

Part 3: Content Ideas and Marketing Strategies

Content Idea Generation & Strategy: Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

Content Calendar Example (Try creating a table for the month of July)

- ❖ Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

- ❖ Repurpose your existing content.

- ❖ Make an expert roundup.

- ❖ Craft some holiday content.

- ❖ Start a podcast.

- ❖ Create actionable content that gives instructions about how to use your product .

- ❖ Create content on the best practices for your industry.

- ❖ Write guides that break down different topics in your industry.

    ⬦ Write a case study .

Marketing strategy process : The strategic marketing process involves conducting research and establishing goals and objectives that will maximize the effectiveness and success of your overall marketing strategy .this process is beneficial as it helps you be more intentional with your marketing.

Recruiting talent :

At Bata, we're focused on making beautiful, comfortable and affordable ... This level of service requires attention to detail, excellent listening skills, ...

Maintaining a sufficient budget :

Calculate your net income. The foundation of an effect effective budget is your net income. Track your spending. Set realistic goals. Make a plan. Adjust your spending to stay on budget.
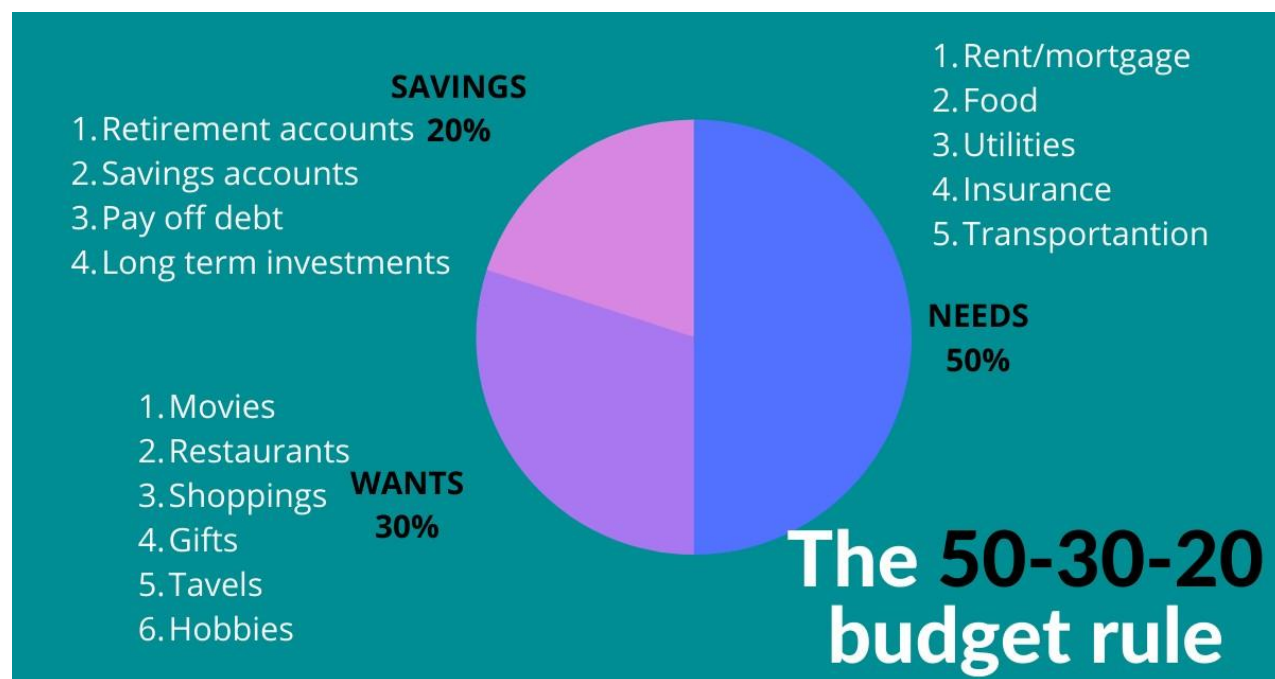
Part 4: Content Creation and Duration (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

✓ Select Content Categories: Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: Blog article

Format 2 :Video

Format 3 :Creative

⊹ Format 1 :Blog article

Aim : BATA delivers safe, high-quality, efficient, and reliable transportation services in its region that link people, jobs, and communities.

Idea : When we talk about reliable and durable footwear, one of the brands that come to our mind is Bata. A household name for over a decade, ...

Topic : This blog will fully cover Bata India's marketing strategy, STP, marketing campaign, social media marketing, and SEO strategies.

⊹ Format 2 ; video

Aim : Bata delivers safe, high-quality, efficient, and reliable transportation services in its region that link people, jobs, and communities.

Idea : Bata has launched new water proof slippers and shoes and we make tutorial different ways

Topic : This blog will fully cover Bata India's marketing strategy, STP, marketing campaign, social media marketing, and SEO strategies.
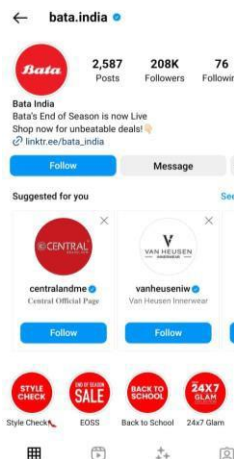
Bata

🔀 Format 3 : Creative

Aim : Brand awareness and reach

Idea : To creative a meme on the trending

Topic : Kids today will never know the real back to school shoes .

Link: https://instagram.com/stories/bata.gshid=MTc4MmM1YmI2Ng==

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)

- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

Instagram Social Media Campaign

BRAND AWARNESS: post consistent with your brand personality. The key to increasing your brand awareness via Instagram is consistency. The content your post must be consistent with the goals of your brand.

GOAL: To drive awareness of the brand. The goal of their Instagram campaign was based on boosting awareness of their tropical flavored 'Summer Edition" energy drink for the Australian market.

 Instragram//

Face book social Media Campaign

Facebook networks and celebrated its sponsorship and commitment to Liverpool Fc. As part the campaign 'the brand shared a video message from liverpool manager jurgen klopp' to influencers and Liverpool fans.

Key takeaway :

Facebook networks can be a very powerful way to engage a captive audience. By sponsoring Liverpool, Carlsberg improved its brand awareness and drive significant traffic to its website.

facebook//

Other successful Facebook campaigns

TVibes

slack

BRAND AWARNESS : Build awareness of your and business through ads on Facebook and Instagram today. The awareness objective can help people remember seeing your ads. Try it on your ad. Target the right audience.BuildBrand Awareness. Promote your app.

Key Takeaway

There's a big market for campaigns launched on social meadia,and the power instagram has in driving engaged users is significant. In order to leverage Instagram to grow your customer base, you need to understand customer journeys within and across social networks so you can use them too.

Other successful Instagram campaigns

Barry's Boot camp

Adidas originals

TWITTER SOCIAL CAMPAIGIN

Twitter is the answer to the question What are you doing now. It always you to create

a text like message of up to 140 characters through a pc or on your phone and send it to your followers. It's a mix of business and social. you could be a at home communicating what your are doing or in work.

BRAND AWEARNESS OF TWITTER : March 2022,about 23%of u.s social media users had heard adout tiwtter in the media, on social media, or in advertising over the past four weeks. Of the 86% who know the brand, that 's 27%,meaning at the time of the survey twitter in the united states.

Twitter//

For every campaign clearly define:

Advertising Goals :

 Brand awareness :

        Put simply , brand awareness is the measure of how memorable recognizable a brand is to its target audience. Establishing brand awareness is a powerful marketing strategy that leads consumer to develop.

Driving Website traffic :

- Optimize your Images....

- Perform a regulars SEO audit....

- Test it frequently.....

- Upgrade your server.

Generating leads : Leand generations for our c;ient includes collecting information's through
Landing pages with online forms, special offers with a specific call to action.

Audience targeting:

The common types of the target markets are – geograthic segmentation (location - based),
demographic segmentation (population – based), psychographic segmentation (life style and
socio-economic –based), and behavioral segmentation
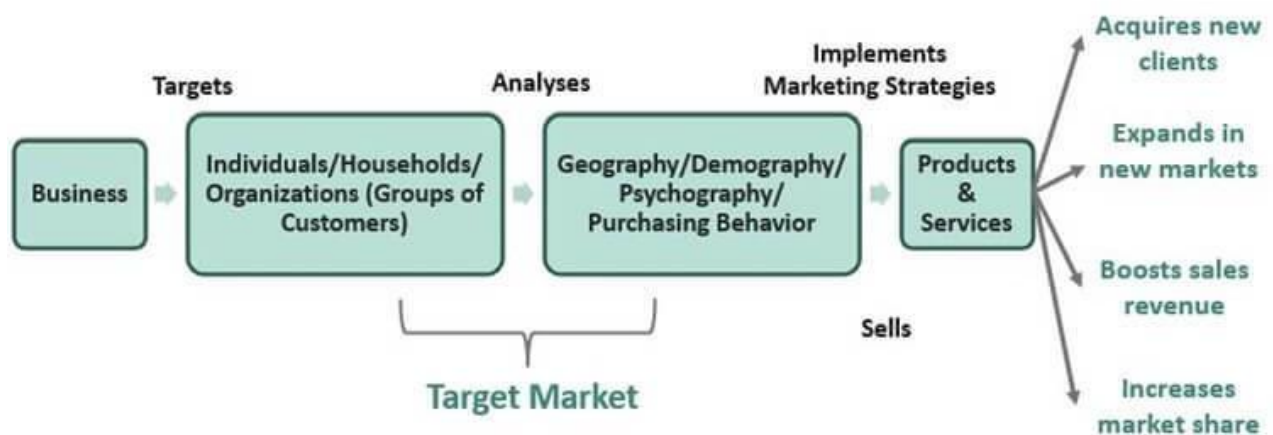
https://youtu.be/Na3_85gtfig   https://youtu.be/4p5kbXjFnc8   https://youtu.be/h0R2Fjbu9ws

Email Ad Campaigns

Ad Campaigns for email marketing:

cx.india@bata.com
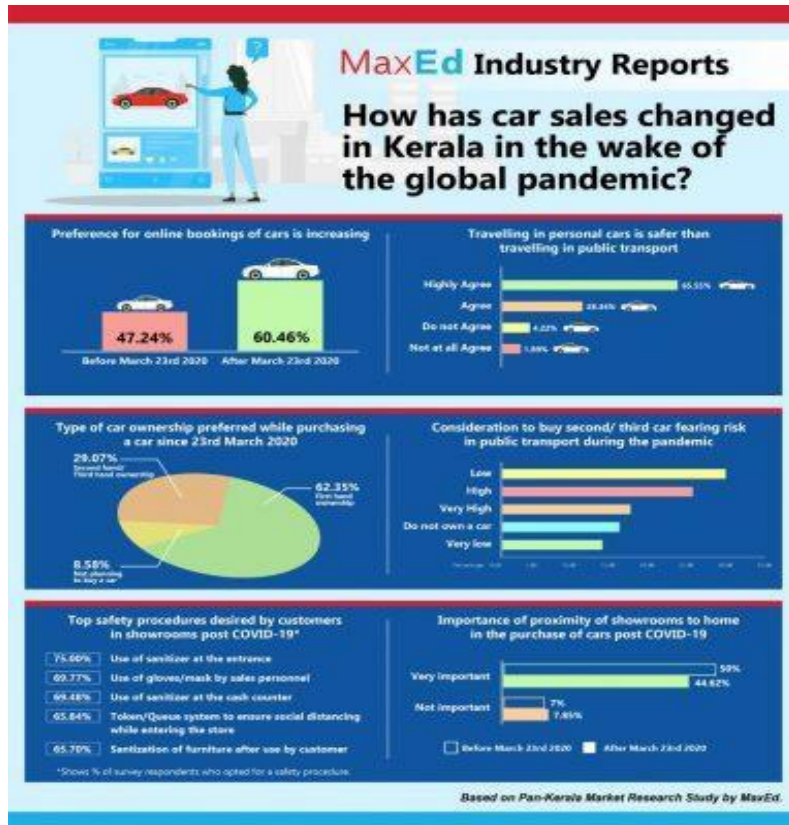
Email Ad Campaign 1 - Brand Awareness

(insert emailed image)

Email Ad Campaign 2 - Lead Generation

(insert emailed image)

- ❖ Reflect on the content creation and duration process, discussing the challenges faced and lessons learned.

- ❖ **Content Creation And Duration :** Shared content can be categorized into two main categories :

  - ✓ Curated ,which is content gathered from trusted sources relevant to your industry And created , which is content product within your organizations.

  - ✓ Challenges and lessons learned: First of all, I would like to thank smart bridge for giving me the first project. I play a vital role in marketing this project . Also learned every aspect of digital. Marketing in 3 months internship. During this project, I faced many challenges. At first I did not understand what to do on that topic. Then our mentor give us a suggestion. Through this project. The aspects of day to operation of company were learned. In the end, our entire team learned. Lesson and successfully completed our project.

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