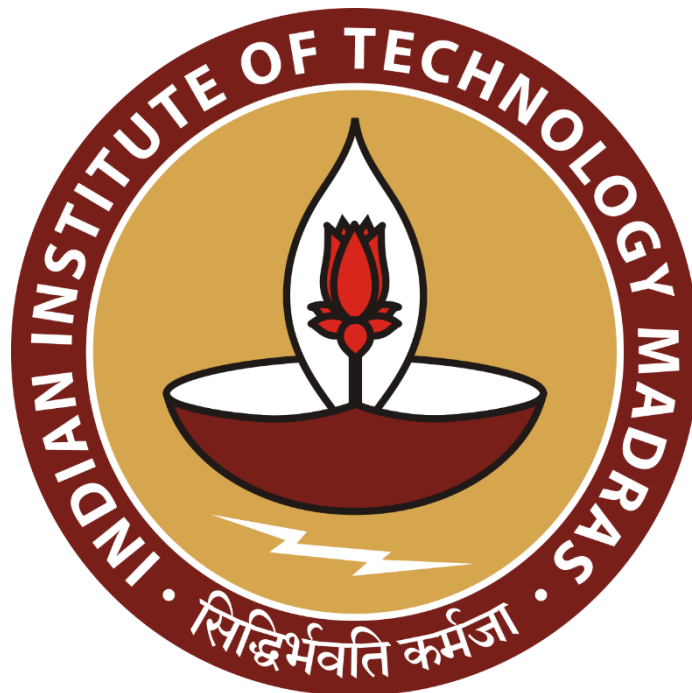


Revitalizing Resilience:
A Strategic Analysis for a Customer-Centric Sales and Marketing
Enhancement Plan at PJ Computer
A Proposal report for the BDM capstone Project

Submitted by

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Contents

1	Executive Summary and Title	3
2	Organisation Background	3
3	Problem Statement	4
3.1	Problem statement 1	4
3.2	Problem statement 2	4
3.3	Problem statement 3	4
4	Background of the Problem	4
5	Problem Solving Approach	5
6	Expected Timeline	6
7	Expected Outcome	7

Declaration Statement

I am working on a Project titled “**Revitalizing Resilience: A Strategic Analysis for a Customer-Centric Sales and Marketing Enhancement Plan at PJ Computer** ”. I extend my appreciation to PJ Computer, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate: **(Digital Signature)**

Name: Anish Maity

Date: 04.11.2023

1 Executive Summary and Title

The project focuses on a cyber cafe shop, Named PJ Computer, located on the 1st floor of Bhaskar Bhaban, Tatkapur Chourongimore, Kanupayrahut, Bhuniajibbarh, Ramnagar I, West Bengal 721455. This Business operates in B2C sector and committed to providing exceptional services and support to students and citizens.

The issue at hand is that this cyber cafe initially provided low-cost services and produced small advice according to the problems of customers. However, it is currently facing significant business losses. The new customers are coming, asking about solution of their problems and leaving, so now maximum customer is old customer. They have also highlighted certain real-world challenges including a lack of customer attraction, competition with other shops and also some selfish people, who are spoiling the thoughts of people about the shop. Unfortunately, their reputation as a reputable cyber cafe has suffered.

These issues will not only be tackled through data analysis but also by examining their decision and the impact of a negative environment that has contributed to the decline of their business. Once I comprehend the nature of their problem, I will strive to assist them in restoring their positive image and subsequently focus on enhancing their profitability and potential areas for improvement.

2 Organization Background

Sample:

The company that I am working with is cyber cafe business. It embarked on its journey in 2020, founded by Pranabendu Jana after getting BCA degree from a well-regarded college within their district. In its initial stages, the company offered a diverse range of Affordable service options. PJ Computer's mission is grounded in understanding the multifaceted challenges faced by students and individuals, including career uncertainty, a lack of clarity, and societal pressures that often lead them away from their true passions. Additionally, numerous students in rural areas miss out on government scholarships due to an unfortunate lack of vital information. PJ Computer's dedicated mission is to bridge these gaps, allowing as many people as possible to discover and benefit from their services. Over the years, PJ Computer Cyber Cafe has become a valuable resource for students and individuals in the community. PJ Computer Cyber Cafe is your one-stop destination for a wide range of services aimed at empowering and assisting students, individuals, and the community as a whole. We are dedicated to providing the following services:

1. Entrance Exam Online Application:

2. College Application:

3. Scholarship Scheme:

4. Job Application:

5. Booking Services:

PJ Computer Cyber Cafe is committed to providing these services to empower individuals, students, and the community, ensuring access to essential information and resources for a brighter future.

Approximately 2 years later, the company decided to raise the prices of their services. They had initially established a small staff unit for providing best service. But after few months owner got some losses and the problems. Presently, the company is exclusively engaged in the sale of services, with scholarship and college application being a particularly popular choice among their customers. Unexpectedly, the sales recently witnessed a substantial and concerning decrease by a significant percentage. Despite these challenges, the company continues to operate with limited capital, displaying resilience and determination by keeping the door open.

3 Problem Statement

The issues that I have identified from the provided information are as follows:

- 3.1 The increase in the prices of all services was not executed smoothly. They should have exercised greater caution in this regard.
- 3.2 limited visibility and awareness within the community. Many potential users remain unaware of the services we offer and the impact we can have on their lives.
- 3.3 Competition and External Challenges :The cyber cafe industry is becoming increasingly competitive, with numerous shops offering similar services. In addition to competition, PJ Computer Cyber Cafe must contend with individuals who are intent on spreading negative perceptions about the business. This unfavorable influence has contributed to a decline in the reputation of the cyber cafe and also with presently, they operate with a limited number of staff, leading to subpar service quality.

4 Background of the Problem

Price Adjustment Implementation:

The cyber cafe decided to adjust the prices of its services in response to changing market dynamics and operational costs. While price adjustments are a common business practice, the implementation lacked smoothness and customer understanding. The sudden increase in prices created a sense of unease among customers and impacted their satisfaction. This price adjustment was intended to enhance the financial stability of PJ Computer Cyber Cafe but inadvertently caused concerns among customers, leading to a decline in patronage.

Limited Visibility and Awareness:

Despite its dedicated services, PJ Computer Cyber Cafe struggles with limited visibility and awareness within the community it serves. Many potential users remain unaware of the range of services offered and the positive impact that PJ Computer Cyber Cafe can have on their lives. The absence of a robust communication strategy and marketing approach has contributed to the underutilization of its resources.

Competition and External Challenges:The broader context of the cyber cafe industry has evolved into a highly competitive landscape. Numerous other establishments offer similar

services, intensifying competition. In addition to market competition, PJ Computer Cyber Cafe must deal with external challenges, such as negative perceptions propagated by individuals who wish to tarnish the reputation of the business. This unfavorable external influence has contributed to a decline in the perceived reliability and trustworthiness of the cyber cafe.

Staffing and Service Quality:

Another underlying issue revolves around staffing. Presently, PJ Computer Cyber Cafe operates with a limited number of staff. This staffing constraint adversely affects the quality of services provided. Customers' expectations for efficient and timely support are often unmet due to limited personnel, affecting the overall quality of the experience.

5 Problem Solving Approach

I will try to approach or follow some analysis methods that involves some steps to extract from the collection of various sales data. Some descriptive statistics will be followed to visualize the data. I will focus on the data of transition point of their business. Some bar chart , Pareto chart, Pie chart will be included to show how can they fulfil their customer demand.

1. Strategic Price Adjustment Implementation:

To address the issue related to the price adjustment implementation, we will take a thoughtful and customer-centric approach. This will involve:

- **Customer Feedback Analysis:** We will gather feedback from existing customers and analyze their responses to the price adjustments. This data will guide us in making necessary modifications that align with customer expectations.
- **Gradual Price Adjustments:** Instead of sudden, substantial changes, we will implement gradual price adjustments that provide customers with time to adapt. This will ease the transition and minimize customer dissatisfaction.
- **Transparent Communication:** We will communicate these changes transparently to our customers, explaining the reasons behind the adjustments and the benefits they will bring to service quality and overall customer experience.

2. Enhanced Visibility and Community Engagement:

To address the issue of limited visibility and awareness, we will focus on:

- **Marketing and Promotions:** Implementing a robust marketing and promotional strategy to raise awareness about our services within the community. This will include both online and offline marketing initiatives, such as social media campaigns, community events, and partnerships with local educational institutions.
- **Customer Education:** Actively engaging with customers to educate them about the services we offer and the benefits they can derive from PJ Computer Cyber Cafe. We will introduce user-friendly guides and resources to help customers make the most of our services.

3. Reputation Management and Competitiveness:

To overcome competition and external challenges while rebuilding our reputation, we will:

- **Online Reputation Management:** Addressing negative perceptions and comments with a structured online reputation management strategy. This involves monitoring online platforms, addressing concerns, and emphasizing the positive aspects of our services.
- **Quality Assurance:** Enhancing the quality of our services to outperform competitors. This includes additional training for staff, optimizing our technology infrastructure, and streamlining the customer experience.
- **Community Engagement:** Building stronger ties within the community and leveraging positive customer experiences to counteract unfavorable external influences.

4. Staffing Enhancement and Quality Improvement:

To improve staffing and service quality, we will:

- **Staffing Augmentation:** Increasing the number of staff to ensure timely and efficient customer service. Hiring additional personnel will enable us to meet customer expectations and improve service quality.
- **Training and Development:** Providing ongoing training and development for staff to enhance their skills and efficiency, ensuring the highest level of customer service.

6 Expected Timeline

TASK	START	END
1 Collecting Data	01-11-2023	08-11-2023
2 Data Cleaning and preprocessing	05-11-2023	10-11-2023
3 Data Analysis and modeling	10-11-2023	25-11-2023
4 Marketting and Customer Engagement	15-11-2023	05-12-2023
5 Finding Insights	25-11-2023	03-12-2023
6 Operational Optimization	20-11-2023	05-12-2023
7 Referrel Enhencement	01-12-2023	10-12-2023
8 Quality Assurance and Testing	01-12-2023	10-12-2023
9 Project Documentaion and Reporting	05-12-2023	08-12-2023
10 Project Review and Recommendations	15-12-2023	19-12-2023

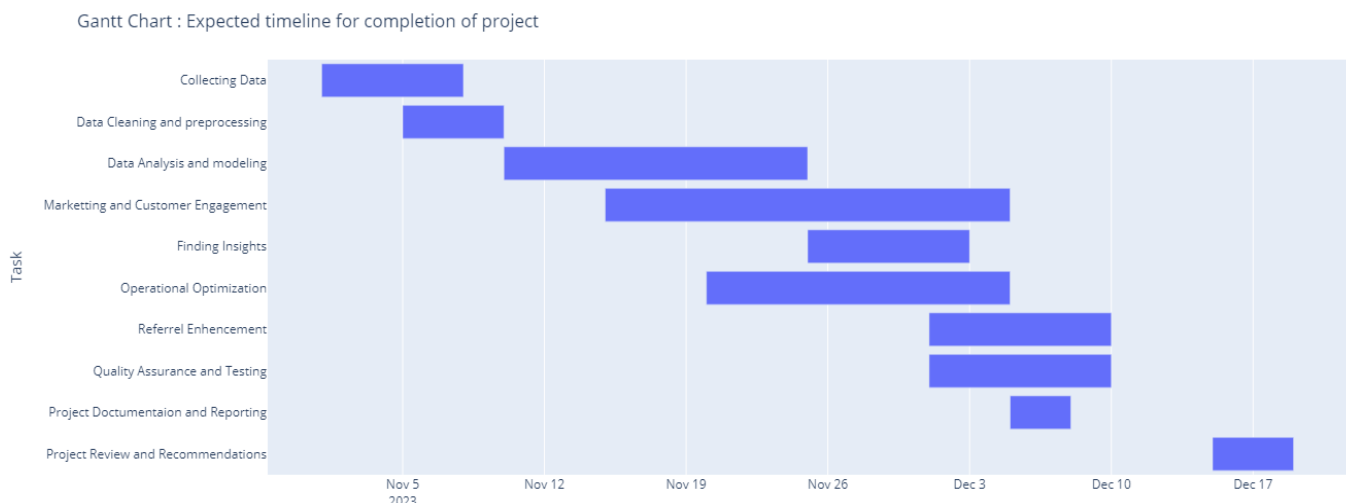


Figure 1 Expected timeline for completion of project.

7 Expected Outcome

1. Enhanced Customer Satisfaction: The customer-centric approach to pricing adjustments, coupled with transparent communication, is expected to lead to enhanced customer satisfaction. Gradual price changes and improved service quality will create a positive perception, resulting in increased customer loyalty.

2. Increased Visibility and Awareness: With an intensified marketing and promotional strategy, PJ Computer Cyber Cafe anticipates heightened visibility within the community. Customers will become more aware of the range of services offered, allowing for greater utilization of resources and access to valuable information.

3. Restored Reputation and Competitiveness: Efforts in online reputation management and quality enhancement are expected to restore the cyber cafe's reputation as a reputable and reliable establishment. PJ Computer Cyber Cafe will regain its competitive edge, countering negative influences and attracting new customers.

4. Improved Service Quality: The augmentation of staff and ongoing training and development are projected to result in significantly improved service quality. Customers can expect more efficient and responsive service, meeting and exceeding their expectations.

5. Business Growth and Sustainability: Ultimately, the expected outcome is to revitalize PJ Computer Cyber Cafe as a thriving and sustainable establishment within the community. Business growth is expected to follow as the cyber cafe continues to empower individuals, provide valuable information, and nurture the dreams of students and community members.