Project title:

***“E-Learning Application”***

Department Name:

**Computer Science**

Course Name:

**Marketing Management**

No of Group Members:

**‘3’**

Names and IDs:

1. **Affan Siddiqui 19K-0125**
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**INTRODUCTION:**

Our product involves Marketing of an online educational application called E-Study. This app will help you learn any academic subject on the go. The short, fun video lessons, taught by expert teachers, provide help with difficult topics for students of all age groups, with easy-to-understand examples and animations.

**NEED:**

Now more than ever, in these difficult times of the worldwide pandemic, students are desperately in need for an educational application through which they can continue their education from the comfort of their homes at reasonable rates.

Education and safety are 2 of the most important virtues. E-study provides the perfect opportunity for students of all grade levels to not put their education at risk in these tough times and to carry on with effective studying using our application.

**COMPETITION:**

There are various educational applications available online as well as indirect competitors which include study institutes. But in the time of this pandemic, students are highly encouraged to avoid physical study and opt for online methods. What stands out in our application which I have noticed other online apps lack is the complete syllabus/material for every single grade level, well organized and compiled. Most apps/websites target students of different age groups which takes students of different levels off track and causes the studies to be less effective.

On the other hand, our application provides a complete study course for students seeking to complete CIE, Matric, SATs, or any other level of study. All of that with the best theoretical as well as practical lectures, making it somewhat of a complete Online Application for students to use.

**ROUGH PLAN:**

The application will be promoted through Digital means such as online advertising. It will also be self-promoting as majority of the users will publicly rate the application highly.

Furthermore, with a value proposition of "The only place you need to learn”, customers will receive complete education/information at cheap rates as well as other reasonable packages from which they can choose from. This would provide all the students worldwide with the best value for money which would consequently help us build strong customer relationships.

* ACCEPT
* REJECT

**Course Teacher: Ms Asiya** **SIGNATURE:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_