<p align="center">**Marketing Internship Assignment**</p>

Introduction:

- **About CodeChef and its contests:** CodeChef was created as a platform to help programmers make it big in the world of algorithms, computer programming and programming contests. Started in 2009, with the aim of improving the problem-solving skills of Indian programmers, we use algorithmic contests to help students and professionals test and improve their coding skills. Today, CodeChef has become one of the largest competitive programming platforms hosting over a million registered users. Every month, we conduct 3 monthly programming contests: Long Challenge, Cook-Off and Lunchtime. Anyone across the globe with a passion to learn and improve their programming skills and problem solving abilities can take part in our contests. More details about our recently concluded contests can be found below:
  - April Long Challenge: www.codechef.com/APRIL19
  - April Cook-Off: www.codechef.com/COOK105
  - April Lunchtime: www.codechef.com/LTIME71

Tasks:

1. Conduct Primary/Secondary Research to understand more on the vision of CodeChef. Present a summary of the current scenario in the market. Write the summary in less than 300 words.

2. Now, identify various target audience who could benefit by participating in CodeChef Programming Competitions. Further, describe the core value proposition for each of those chosen target audiences (know more about target audience here). Limit your response to one or two pages/slides.

3. **Marketing Plan:** Currently, on average ~12K programmers compete in CodeChef's Long Challenges and ~4K in Short Challenges. Considering you are spearheading the marketing efforts of CodeChef's programming contests initiative, chalk down a plan to increase the participation by 25%.
   a. Create a marketing plan covering each of your Target Audience (which were identified in task 2). In addition, mention various publicity/marketing channels you will utilize to reachout to the respective target audience. Your plan can comprise of: Competitor Analysis, Strategic Partnerships, College Brand Ambassador/Influencer Programs, Possible Threat & Challenges, Marketing Road Map and anything that you think is relevant. **Please conduct independent research on how to create a marketing plan before starting this assignment.**

Tip: You can always Google and do extensive research on web → Learn more about various best practices on web → Implement it in your assignment. Good luck! ***Believe in yourself and never give up :)***

In case, if you have any queries regarding the above problem statement please feel free to contact us.