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ANALYSING THE STATUS OF THE BRAND

CDC(HCL)

BY

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ABSTRACT

From PCs and peripherals to cutting-edge software coding and IT education, the HCL group has a presence in every sphere of the IT industry. HCL is one of the most powerful brands in the Indian IT market. HCL has been imparting training programs in software, hardware and networkin. HCL group had sought to bring IT training to the masses through its CDCs -- Career Development Centers --which has a curriculum designed to suit the industry requirements and in tandem with market trends. To bridge the growing deficit of skill shortage in ICT (Information, communication and technology) sector, HCL had taken the initiative to train people at three broad categories -- individual level

through HCL CDCs; enterprise level through corporate training; and for institutes by forging tie-ups with polytechnics and colleges .HCL CDC which is a new entrant in the lucrative field of IT education and training faces strong competition from the market leader NIIT, Aptech, Jet King, IIHT, CMC and a host of big and small IT training institutes.In a short span of time HCL has emerged as an important brand in the country in a high demanding IT training market.We have conducted a survey of the HCL-CDC and have forwarded some hard facts.This would serve as an important guidelines for the existing market leaders .It would also pave the way for HCL to further enhance its market,brand image, expansion and marketing strategy

***Head – Marketing-TCI-INDIA**

OBJECTIVE

The objective of this research project is to find out the market penetration of HCL CDC in the IT training in India. This Educational training company is comparatively new entrant in this field. There are already existing players such as APTECH,NIIT and JETKING having pan India presence and even abroad.However HCL being a big name in IT industry, can capture its market share in a short span of time.With the analysis of its existing status and understanding its image and expectations of the present and future consumers ,it can restructure its future marketing strategy. It would also help the Company for its further expansion programs in domestic as well as foreign markets.

Research Design

The research was designed in such a way that the probable customers and the potential buyers could be covered to get the accurate information and feedback from the respondents.

The research was divided in the following phases:-

- 1) The respondents were segmented.
- 2) The target customers were identified and approached.
- 3) Questionnaires were filled by the respondents.
- 4) Information analyzed and decoded.
- 5) Conclusion Drawn

Data Collection

The data collection was based on semi-structured questionnaires. 113 samples were collected in the NCR Region consisting of Delhi, Haryana and UP which is considered to be the best mini pan India.

Data Analysis and Interpretation

Data was processed under SPSS Software. About 113 samples were collected and analyzed through it. Frequencies, Cross tabulation and inter comparison was done to interpret the data.

Tool used:-

Check list - from the Interview of selected consumers

MS Word – for documentation and final report

MS Excel – To perform one-to-one analysis of consumers and magazines

SPSS – Capturing the data across 113 consumers

- To generate reports to assist in findings and conclusion.

DATA ANALYSIS

1. AWARENESS OF HCL

Statistics

Are you aware of HCL?

N	Valid	113
	Missing	0

Are you aware of HCL?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	98	86.7	86.7	86.7
no	15	13.3	13.3	100.0
Total	113	100.0	100.0	

Table :- 1

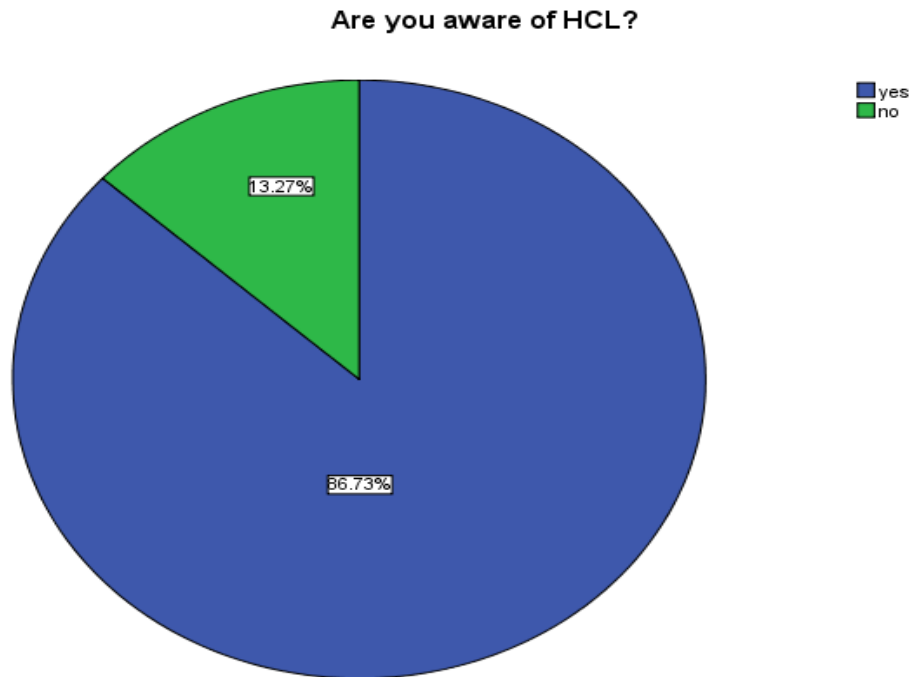


Figure :- 2

This analysis shows that 98 out of 113 people are aware about HCL

.2. AWARENESS OF HCL CAREER DEVELOPMENT CENTRE

Statistics

Are you aware of HCL
CDC?

N	Valid	113
	Missing	0

Are you aware of HCL CDC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	67	59.3	59.3	59.3
	NO	46	40.7	40.7	100.0

Are you aware of HCL CDC?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	67	59.3	59.3	59.3
NO	46	40.7	40.7	100.0
Total	113	100.0	100.0	

Table :- 3

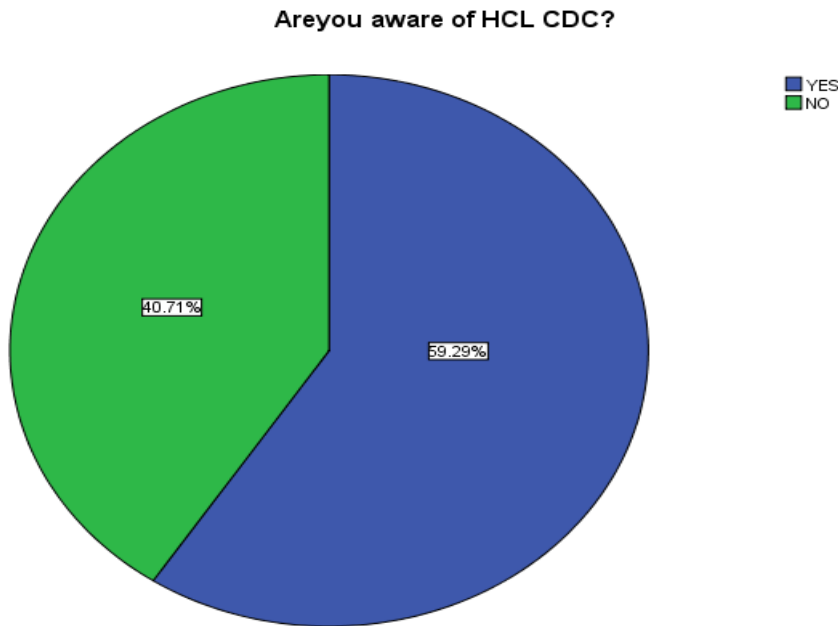


Figure :- 4

This analysis shows that only around 60% of the respondents are aware of HCL CDC

3.Educational qualification of the respondents

Statistics

What is your education qualification?

N	Valid	113
	Missing	0

What is your educational qualification?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under graduate	37	32.7	32.7	32.7
Graduate	53	46.9	46.9	79.6
Post Graduate	23	20.4	20.4	100.0
Total	113	100.0	100.0	

Table :- 5

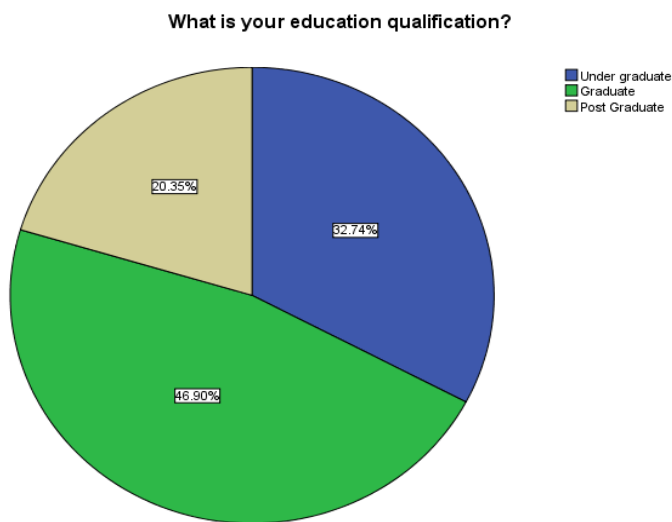


Figure :- 6

This analysis shows that 32.7% are undergraduates, 46.9% are graduates and 20.4% are post graduates.

4. SOURCES OF AWARENESS OF HCL CDC

Statistics

How do you come to know about HCL CDC?

N	Valid	113
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid newspaper	20	17.7	17.7	17.7
Television	17	15.0	15.0	32.7
Inserts	15	13.3	13.3	46.0
Executives	61	54.0	54.0	100.0
Total	113	100.0	100.0	

Table:- 7

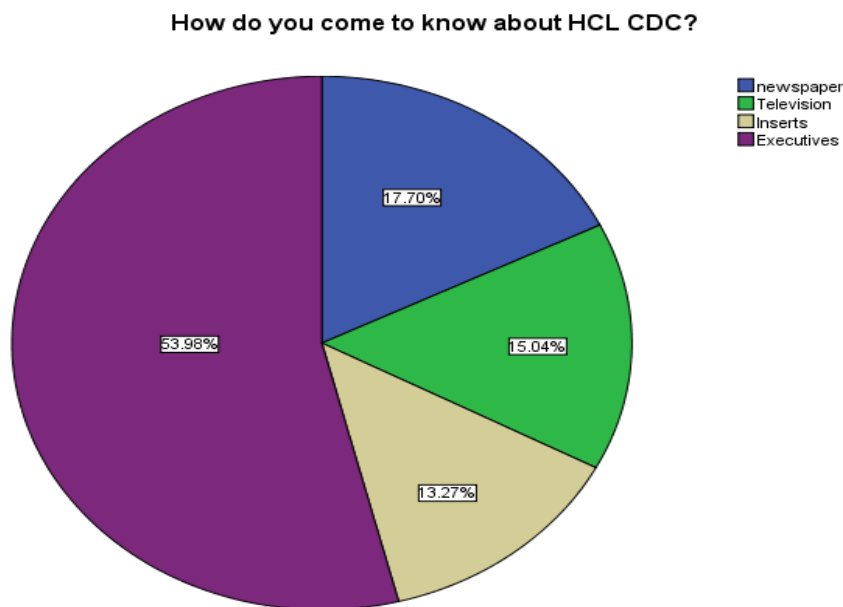


Figure :-8

The Analysis shows that the executives are most effective way to reach to the people.

5.Desire to be an IT Professional

Statistics

Would you like to be an IT Professional?

N	Valid	113
	Missing	0

Would you lke to be an IT Professional?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	92	81.4	81.4	81.4
No	21	18.6	18.6	100.0
Total	113	100.0	100.0	

Table:- 9

Thus 81% respondents were eager to be an IT professional

Would you lke to be an IT Professional?

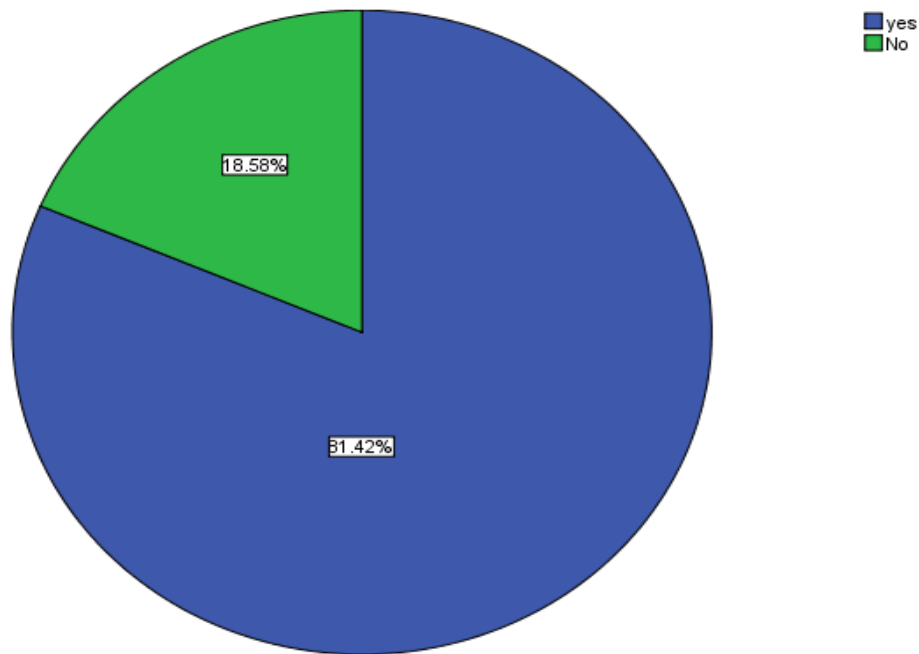


Figure :- 10

6.Prefer to join HCL CDC

Statistics

Would you like to join HCL CDC?

N	Valid	113
	Missing	0

Would you like to join HCL CDC?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	75	66.4	66.4	66.4
NO	38	33.6	33.6	100.0
Total	113	100.0	100.0	

Table :- 11

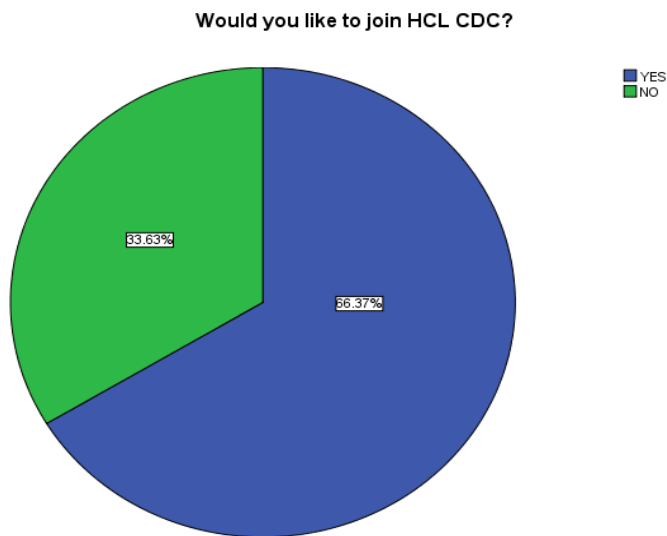


Figure :- 12

75 (66.37%) people were interested in joining the HCL CDC while 33.63% did not want to join.

7.Reason to join HCL CDC

Statistics

What will make you to join HCL CDC?

N	Valid	113
	Missing	0

Why do you want to join HCL CDC?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Brand Name	65	57.5	57.5	57.5
Job Assistance	26	23.0	23.0	80.5
To Get an edge over others	22	19.5	19.5	100.0
Total	113	100.0	100.0	

Table :- 13

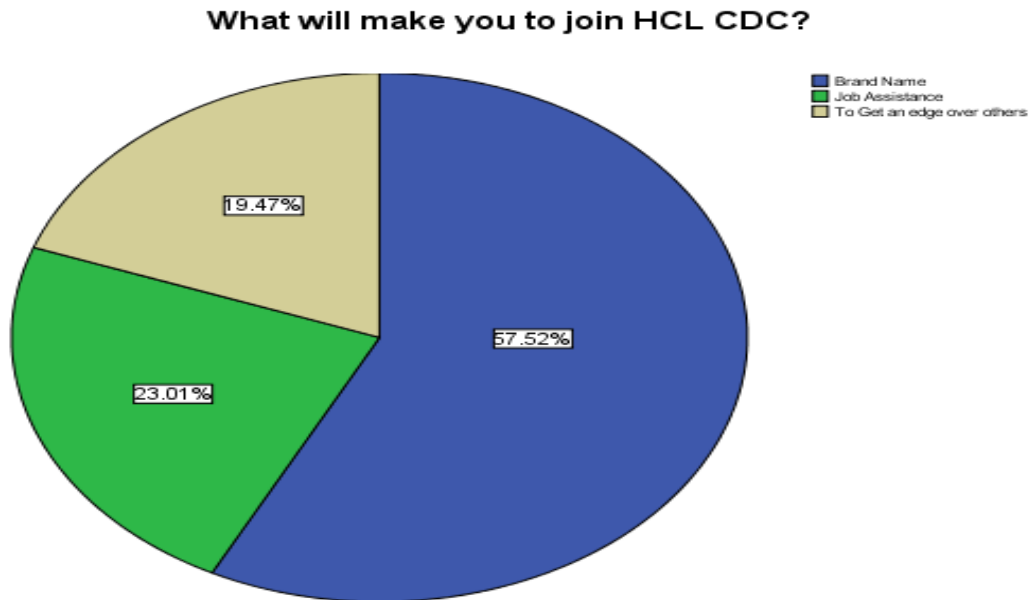


Figure:- 14

This shows the brand image of HCL as around 58% people wanted to join HCL CDC because of its brand name.

8. Training needs of the Respondents

Statistics

You would like to be trained for:?

N	Valid	113
	Missing	0

You would like to be trained for:?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Software	56	49.6	49.6	49.6
Hardware	57	50.4	50.4	100.0
Total	113	100.0	100.0	

Table :- 15



Figure :- 16

It shows that both the hardware and the software courses are in demand almost equally.

9. Preference of the course type

Statistics

Which course are you interested in?

N	Valid	113
	Missing	0

Which course are you interested in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mcse	1	.9	.9	.9
	ccna	22	19.5	19.5	20.4
	rhce	34	30.1	30.1	50.4
	Java	4	3.5	3.5	54.0
	oracle	7	6.2	6.2	60.2
	dot net	30	26.5	26.5	86.7
	others	15	13.3	13.3	100.0

Which course are you interested in?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid mcse	1	.9	.9	.9
ccna	22	19.5	19.5	20.4
rhce	34	30.1	30.1	50.4
Java	4	3.5	3.5	54.0
oracle	7	6.2	6.2	60.2
dot net	30	26.5	26.5	86.7
others	15	13.3	13.3	100.0
Total	113	100.0	100.0	

Table :- 17

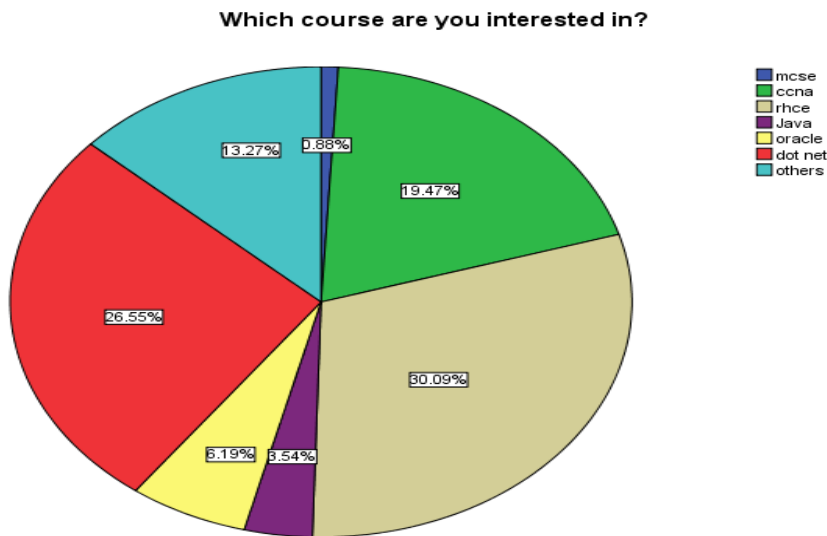


Figure :- 18

Here the Redhat Linux course has come out as a winner. The second and third preference were Dot NET and CCNA respectively.

10. Ranking of IT training institutions (1 being the most preferred)

Statistics

Rank the following IT training institutions (1 being the most preferred)

N	Valid	113
	Missing	0

Rank the following IT training institutions (1 being the most preferred)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HCL CDC	43	38.1	38.1	38.1
Jetking	9	8.0	8.0	46.0
IIHT	15	13.3	13.3	59.3
NIIT	30	26.5	26.5	85.8
Aptech	16	14.2	14.2	100.0
Total	113	100.0	100.0	

Table:- 19

Rank the following IT training institutions (1 being the most preferred)

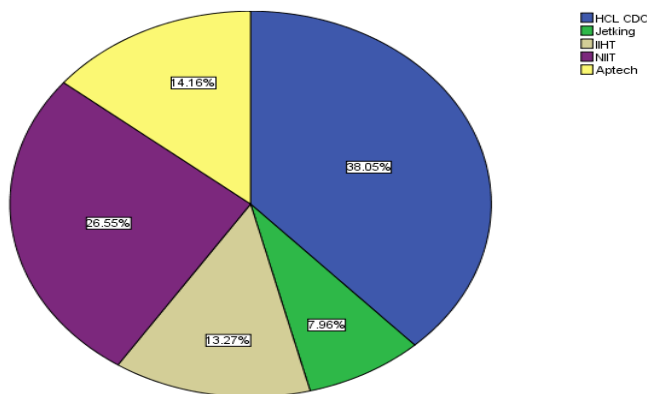


Figure :- 20

Analysis shows that HCLCDC emerged as no.1 (38.05%) followed by NIIT(26.55%)

Case Processing Summary

	Cases
--	-------

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you aware of HCL? * Are you aware of HCL CDC?	113	100.0%	0	.0%	113	100.0%

Are you aware of HCL? * Are you aware of HCL CDC?
Cross tabulation

Count							
		Are you aware of HCL CDC?					
		YES	NO	Total			
Are you aware of HCL?	Yes	64	34	98			
	No	3	12	15			
Total		67	46	113			

Table :-21

This study shows that people who know HCL would like to be trained by CDC

Bar Chart

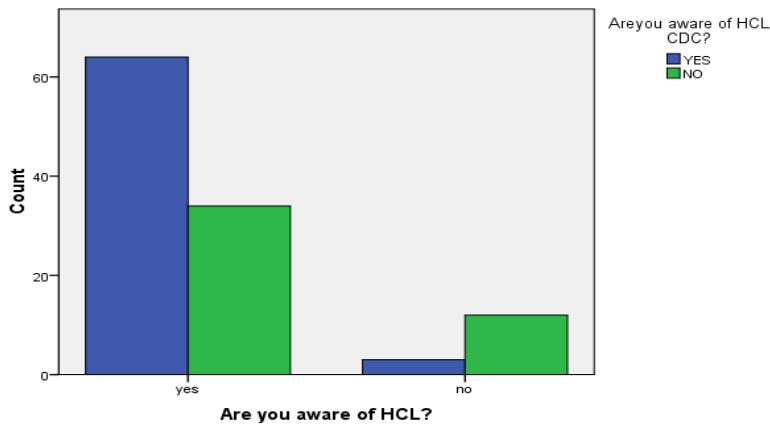


Figure :-22

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your education qualification? * Would you like to be an IT Professional?	113	100.0%	0	.0%	113	100.0%

What is your education qualification? * Would you like to be an IT Professional? Cross tabulation

Table :- 23

Count		Would you like to be an IT Professional?		
		yes	No	Total
		What is your education qualification?	Under graduate	22
	Graduate	47	6	53
	Post Graduate	23	0	23
Total		92	21	113

Bar Chart

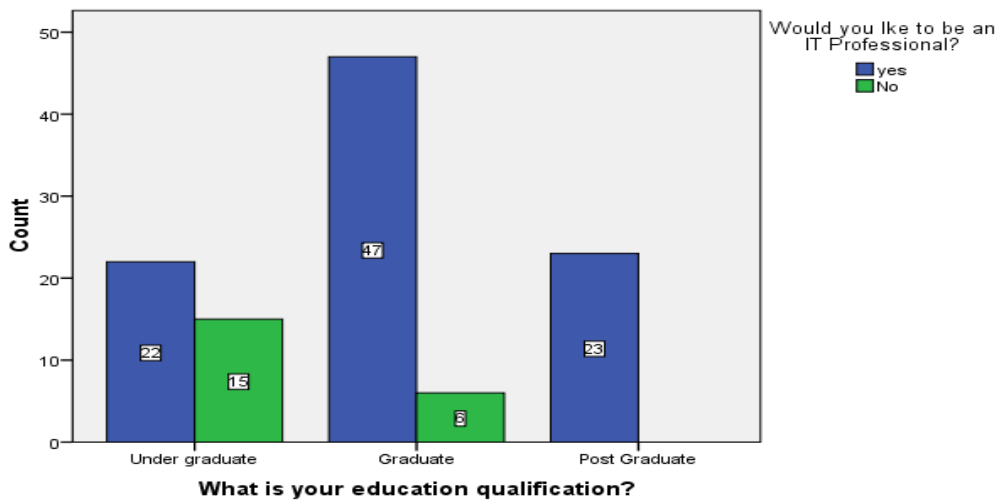


Figure :- 24

This shows that graduates are the front-runner in becoming the IT professional.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you aware of HCL CDC? * Would you like to join HCL CDC?	113	100.0%	0	.0%	113	100.0%

Are you aware of HCL CDC? * Would you like to join HCL CDC?

Cross tabulation

Count				
		Would you like to join HCL CDC?		
		YES	NO	Total
Are you aware of HCL CDC?	YES	41	26	67
	NO	34	12	46
Total		75	38	113

Table :- 25

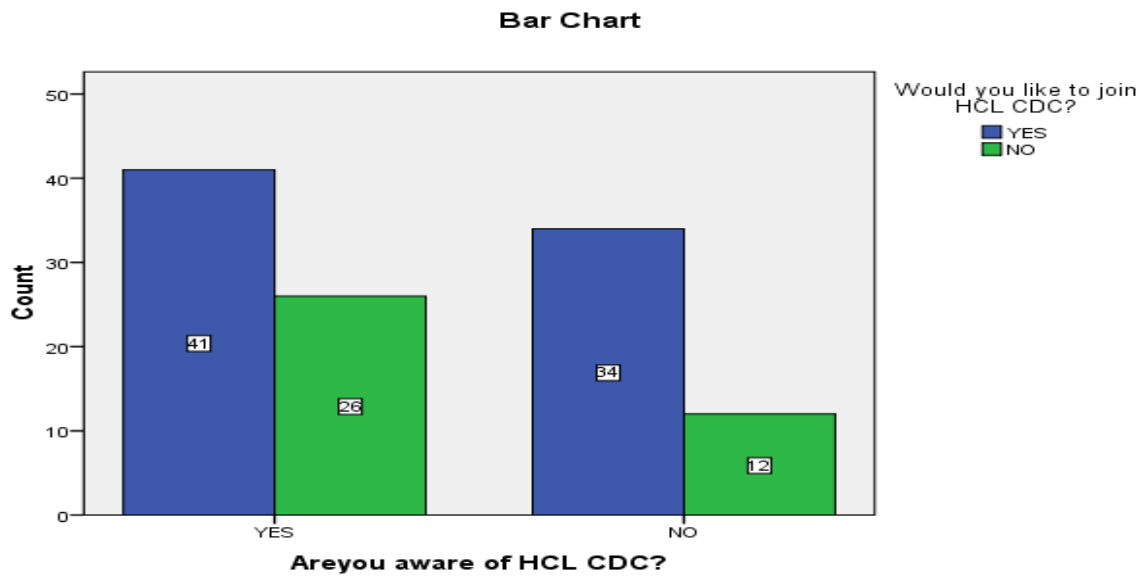


Figure :- 26

People who are aware of CDC would join CDC if they need an IT Training

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Would you like to be an IT Professional? * You would like to be trained for:?	113	100.0%	0	.0%	113	100.0%

Would you like to be an IT Professional? * You would like to be trained for:?
Cross tabulation

Count	You would like to be trained for:?			Total
	software	Hardware		
Would you like to be an IT Professional?	35	57		92
Yes	21	0		21
No	56	57		113
Total				

Table :- 27

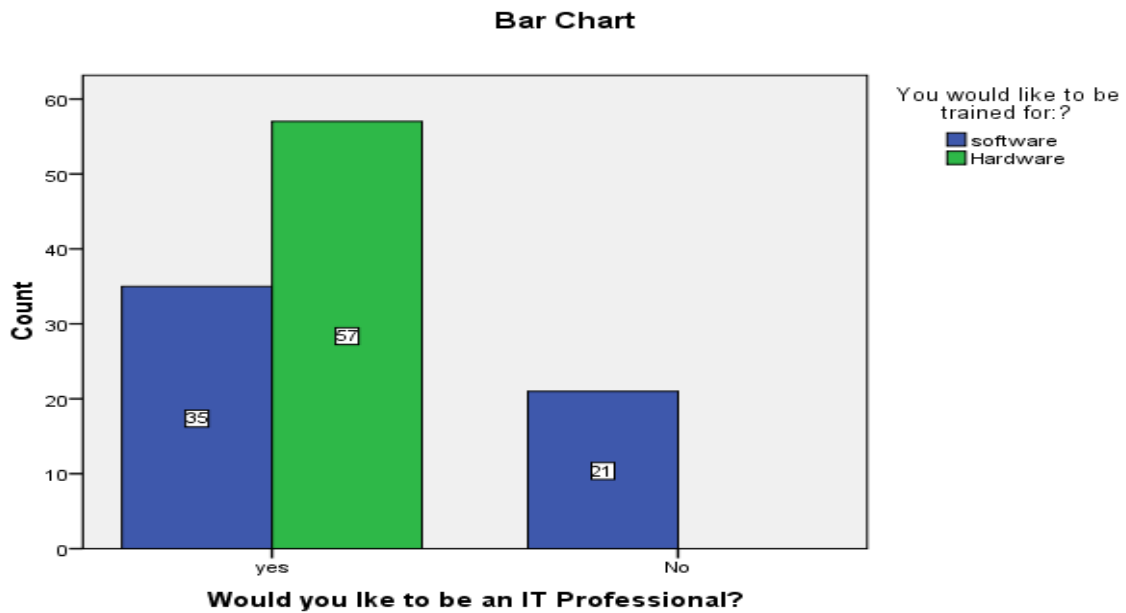


Figure :- 28

This shows that people who want to be IT professional are opting for hardware courses but given a chance people from non IT sector would like to learn about software.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you aware of HCL CDC? * Rank the following IT training institutions (1 being the most preferred)	113	100.0%	0	.0%	113	100.0%

Are you aware of HCL CDC? * Rank the following IT training institutions (1 being the most preferred) Cross tabulation

Count							
		Rank the following IT training institutions (1 being the most preferred)					
		HCL CDC	Jetking	IIHT	NIIT	Aptech	Total
Are you aware of HCL CDC?	YES	23	9	3	16	16	67
	NO	20	0	12	14	0	46
Total		43	9	15	30	16	113

Table :- 29

Bar Chart

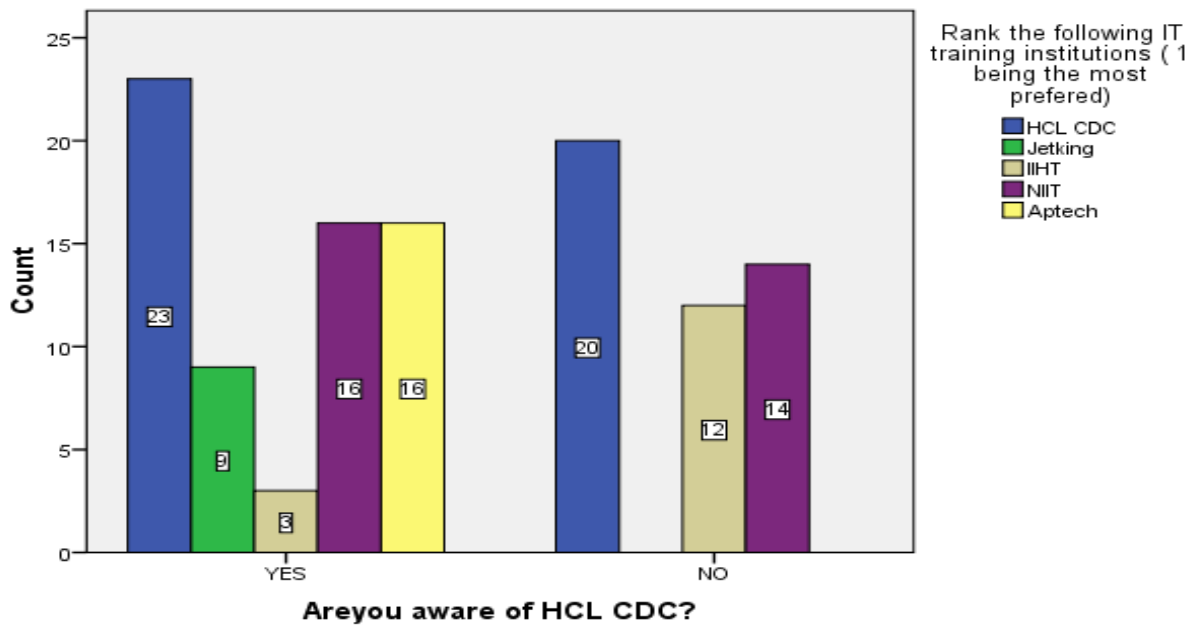


Figure :- 30

Almost all the people who knew HCL CDC have ranked it NO.1

Conclusion and Suggestions

The analysis shows that 86% people are aware of HCL and 60% of the respondents are aware of HCL CDC. It was amazing to note that 81% respondents were eager to be an IT professionals.

Furthermore ,66.37% respondents were interested in joining the HCL CDC while 33.63% did not want to join. It is clear that there is a brand image of HCL as around 58% people wanted to join HCL CDC because of its brand name only.

The REDHAT LINUX course has come out as a winner while the Second and Third preference were DOT NET and CCNA respectively. Both Hardware and Software courses are in demand almost equally.

The analysis also shows that HCL CDC has emerged as No 1 in IT training with 38.05% followed by NIIT with 26.5 %. The respondents who knew HCL would like to be trained with CDC. Graduates are the front-runner in becoming the IT professionals.

Suggestions

HCL being a prominent IT brand in India can grow very fast in the already dominated markets by powerful players such as NIIT, Aptech, Jetking and so on.

It's comparatively easier for HCL CDC to place its students in the industry .Being an industry it knows the requirements of the same and can try to impart skill building training programs to the students accordingly. There is a huge untapped market where HCL CDC is yet to reach, which includes domestic as well as international markets.

Steep competition from Aptech and NIIT will always keep HCL CDCs on the heels to innovate its offerings on a continuous basis.

Furthermore, HCL CDC needs to launch new and customized industry- relevant course, targeting different customer groups with different backgrounds, in order to gain competitive edge. It must go for a rapid expansion of the training centers to handle the increasing number of students. In order to create a brand penetration in the target market it must launch a series of multi media advertisement campaign and mass awareness programs in the domestic and international markets.

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