

# Case Study: Pinctales

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On a bright sunny morning at CCD, Sammy and Johnny are engrossed in the most crucial meeting till date in their stint with Pinctales. Their boss, Tony wants to put on the drawing board all issues pertaining to Pinctales and have a hard look at each and every aspect.

Papatales was set up in 2013 by Tony, an entrepreneur. Sammy and Johnny have been working with Papatales since its inception. Papatales has since grown in terms of titles coming out per year. They now do approximately 100 titles. Many of the books are in Hindi, English and Marathi. Their authors are not top notch and distribution is challenging.

In a fiercely competitive publishing industry, players are always on the look out for non-mainstream revenue sources. Sammy and Johnny are entrepreneurial in nature and keep on bubbling with new ideas. It was Sammy and Johnny who came up with the idea of Pinctales. The idea of Pinctales and the subsequent setting up came from the fact that the parent company - Papatales was already into traditional publishing. The idea was build upon the need to allow writers to publish without having to go through terms and conditions put forward by traditional publishers through self publishing route. Pinctales aims to fill the gaps in traditional publishing industry. Pinctales wants to reach out to specialised segments of the population - the writers, the artists, the creative. Pinctales is presently a two employee organization – Sammy and Johnny, who report to Tony.

Self publishing is not new in India. In the last few years there have been a significant number of players that have sprung up. Big publishing houses like Harper Collins have opened up a self publishing division. The market remains niche owing to its focus mostly on new writers and the online medium of selling.

With the presence of many self publishing companies Pinctales faces considerable resistance in reaching out.

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There is also competition from small players. As of date it does not have a robust mechanism to reach out to potential authors from various walks of the society.

Johnny has organized events such as book launch and has approached guest authors to create buzz around its brands. Johnny is also exploring sponsorship for such events. The idea is to control costs and yet use this as a vehicle to convert potential customers into real customers and get authors on board to enquire about Pinctales for publishing their work. Johnny is also keen to approach schools and colleges to conduct such author events.

One of the important limitations especially in a nascent stage is lack of database to target and also that it is tough to breach the book stores and the distributors network as one does not have the power and the finances to comply with their exceptionally high volumes and margins as the books getting published are relatively unknown to take the risk of very high volumes. Johnny believes that eventhough bookstores might be tough to breach, but has a gut feel that if they could find out a way to prove the success of a couple of books, then it can be made sure that book stores stock these books. Johnny has also suggested Tony, the option of starting a book cafe under the Pinctales brand. Sammy being the more tech savvy guy is sold on the immense potential of the digital media & is pitching the same to Tony.

Tony is not sure of the right mix of online and offline (real world) strategy for marketing communications, branding and distribution.

Pinctales sees themselves sharing the production facilities of Papatales as financing separate operations is a challenge. However, Sammy and Johnny believe that Pinctales at some time needs to stand on its own. Pinctales is also exploring whether they should outsource operations or do it inhouse at Papatales. They plan being only in the English speaking market.

Once Pinctales has completed printing they need to get it across to their customer who could be across India. Logistics and Warehousing also needs to be set up to ensure faster delivery at reasonable prices. Currently Johnny

Founded by three engineering graduates – Preeti, Ajay & Poonam, Ifoundwork.com is portal to connect students to companies as far as internships go. Ifoundwork.com, started with an idea. As students, the founders found it difficult to get quality internships. In the course of their research on the idea they found that the market for internships was big enough to accommodate another player in this area. The Trio realised that there were benefits that accrued to the student and to the corporate. They propose to give up their paying jobs and start operations very soon in Pune.

Apart from being a bridge between students and companies the company has decided to offer other services like Soft skills training, Communication skills workshop, Personality Development workshop, Industrial visits, Psychometric Analysis and Counselling, Career Counseling, Mock GD & Interview (Recruitment process), and Aptitude Tests and Analysis. They believe that this is an added value that they bring to the student and to the corporate.

The importance of an internship experience cannot be overstated. Today, employers favor prospective employees who have done not only one internship but multiple internships. A college education will serve to propel a graduate into a profession by conferring a degree, which demonstrates an academic proficiency in various theoretical and practical examples of ways that a job might be performed. An internship makes the classroom's abstract theories and learned examples concrete by placing the student in a real life work situation with real live co-workers performing actual professional tasks, which the job encompasses.

Therefore, the payoff of an unpaid internship is that you will gain invaluable professional experience, where you might otherwise have none, your self-confidence and self-esteem grows, and statistics indicate that the percentage of the odds that you'll be one of the people who finds a job easily dramatically increases, which after all is why you're going to college in the first place. At all levels of your education, you can earn credits toward your degrees. Finally, your internship experience goes on your resume as professional experience.

When an employer is looking to increase efficiency and profitability how can she/he look to affect a positive change? Well, one way is to insure that new employees are knowledgeable and efficient in what they bring to the work place, maximizing time and integration into the present workplace. Another way is for the employer to try and augment their workforce with knowledgeable, energetic part-time staff. Third, an employer will want to ensure that their workplace remains fresh with new ideas and faces, allowing present employees to mentor and encourage young people entering their profession. Utilizing interns can be the answer to all of these positive driving forces.

With the presence of many internship portals Ifoundwork.com faces considerable resistance in reaching out. There is also competition from larger and more established players. The trick to capitalising on a niche market is to find or develop a market niche that has customers who are accessible, that is growing fast enough, and that is not owned by one established vendor already.

The founders are exploring the option of match making between the student and the corporate directly and also having the institute in the loop. If they opt for the second alternative, Ifoundwork.com also needs to find out how to pitch the idea to principals, deans and training placement officers at the technology, management and other institutes. This could have implications for pricing as well.

Given the significant competition Ifoundwork.com needs to find a business model that will help it stand out even though it is a late entrant in to the market. Analyse the competition and suggest a business model with pricing.

What are the possible ways in which ifoundwork.com can tap into the target market audience? What value proposition could this target market look at?