

Enterprise Analysis & Desk Research



Submitted By :- Kajal Virendra Singh

Faculty Co-Ordinator :- SME.Puja Gavande

Founders



Oktay Caglar

Eren Bali

Gagan Biyani



Vision

"To improve lives through learning."

In other words, Udemy's vision is to make a positive impact on people's lives by providing access to education.

Mission

"To democratize education by enabling anyone to teach and learn online."

its mission is to make that education accessible to as many people as possible by allowing anyone to create and take online courses.

Policy Of The Company

Udemy has several policies in place to ensure a positive and safe learning experience for its users. Some of the key policies of the company include:

- 1. Content policy:** Udemy has strict guidelines for the content that is published on its platform, ensuring that the courses offered are high-quality and meet certain standards. This policy covers topics such as plagiarism, inappropriate content, and offensive language.
- 2. Instructor policy:** Udemy requires its instructors to follow certain guidelines to ensure that they are providing a positive learning experience for their students. This policy covers topics such as course structure, pricing, and student support.
- 3. Refund policy:** Udemy has a 30-day refund policy in place to ensure that students are satisfied with their purchases. If a student is not satisfied with a course they have purchased, they can request a refund within 30 days of purchase.
- 4. Privacy policy:** Udemy takes the privacy of its users seriously and has policies in place to protect their personal information. This policy covers topics such as how user data is collected, used, and shared.

These are just a few of the many policies that Udemy has in place to ensure that its platform is a safe and effective place for learning.

About Company



Udemy is an online learning platform that offers courses on a wide range of topics, including business, technology, and personal development. The company was founded in 2010 and is headquartered in San Francisco, California. Udemy's mission is to democratize education by allowing anyone to teach and learn online, and its platform features courses taught by expert instructors from around the world.

Udemy offers a flexible and accessible way for people to learn new skills, advance their careers, and pursue their passions. With over 130,000 courses and over 35 million students, Udemy is one of the largest online learning platforms in the world. The company is committed to providing high-quality education to its users and is constantly expanding its course offerings and features to meet the changing needs of its students.

Whether you're looking to learn a new skill for work, build your own business, or simply explore a new hobby, Udemy is a great place to start. With its wide range of courses and flexible learning options, it's easy to find the right course for your needs and learning style.

Management Structure



Udemy is a privately held company, and its management structure is not publicly disclosed. However, it is led by a team of experienced executives and managers who are responsible for overseeing the company's operations and ensuring its success. This team likely includes a CEO, COO, CFO, and other key executives who are responsible for different areas of the business.

In addition to its top management, Udemy also has teams of employees working in areas such as product development, marketing, sales, customer support, and finance. These teams work together to ensure that Udemy is providing a high-quality learning experience for its users and achieving its mission to democratize education.

Overall, the management structure of Udemy is designed to support the company's growth and success, while also providing its employees with the resources and support they need to succeed in their roles.

Financial Structure



Udemy is a massive open online course (MOOC) provider that offers courses in a wide range of subjects. The company operates on a freemium model, where users can access many courses for free, but need to pay for premium content, such as certification and additional resources. Udemy's revenue comes primarily from the sale of courses to individuals and businesses.

Udemy has raised several rounds of funding, with investors including Naspers, Insight Venture Partners, and Stripes Group. The company is headquartered in San Francisco, California, and has additional offices in Dublin, Ireland, and Ankara, Turkey.

However, it is estimated that Udemy has hundreds of millions of dollars in annual revenue, with a valuation in the billions of dollars.

Manufacturing challenges at the time of covid

The COVID-19 pandemic has presented numerous challenges to the manufacturing industry. Some of the main challenges are:

- 1. Supply chain disruptions:** The pandemic has caused widespread disruptions in global supply chains, as lockdowns, travel restrictions, and quarantines have disrupted the flow of goods and raw materials. This has led to shortages of critical components and raw materials, which has hindered production and created bottlenecks in the supply chain.
- 2. Labor shortages:** The pandemic has led to widespread illness and quarantines, which has created labor shortages in many manufacturing facilities. This has made it difficult for companies to maintain their production schedules and meet demand.
- 3. Reduced demand:** The pandemic has led to widespread economic uncertainty and job losses, which has reduced consumer spending and decreased demand for manufactured goods. This has resulted in lower production levels and reduced revenue for manufacturers.

Sales forecasting at the time of covid



Sales forecasting during the COVID-19 pandemic has become increasingly challenging due to the unprecedented uncertainty and volatility in the global economy. Some of the main challenges of sales forecasting in this environment include:

- 1. Uncertainty of consumer behavior:** The pandemic has dramatically altered consumer behavior, making it difficult to predict future demand. Some industries have seen increased demand, while others have experienced decreased demand.
- 2. Fluctuating government regulations:** Government restrictions and regulations have rapidly changed in response to the pandemic, making it difficult for companies to predict how these changes will affect sales.
- 3. Supply chain disruptions:** The pandemic has caused widespread disruptions to global supply chains, making it difficult to accurately predict the availability of goods and materials.

Sales of respective sector covid and post covid

The COVID-19 pandemic has had a significant impact on the sales of various sectors, with some industries experiencing a decline in sales, while others have seen an increase. Some sectors and their sales performance during the pandemic and post-pandemic are:

1.Retail: The retail sector was significantly impacted by the pandemic, as lockdowns and reduced consumer spending led to a decline in sales. However, the shift to online shopping has helped some retailers to maintain sales, and the sector has seen a recovery in sales post-pandemic as economies have reopened and consumer confidence has improved.

2.E-commerce: The e-commerce sector has experienced significant growth during the pandemic, as consumers have turned to online shopping to avoid crowded stores and maintain social distancing. This trend is expected to continue post-pandemic, as consumers have become more accustomed to online shopping and the convenience it offers.

3.Healthcare: The healthcare sector has seen increased sales during the pandemic, as demand for medical supplies, personal protective equipment (PPE), and pharmaceuticals has risen. The sector is expected to continue to grow post-pandemic, as the global population ages and the demand for

How the company handle its employee at the time of covid

The COVID-19 pandemic has presented companies with a range of challenges in managing their employees, including health and safety concerns, remote work, and financial stability. Here are some of the ways companies have handled their employees during the pandemic

Overall, governments have implemented a range of policies and support measures to help businesses and individuals during the COVID-19 pandemic. The exact measures and their impact have varied depending on the country, region, and sector, but the goal has been to provide support and stability during a challenging time.



THANK YOU