

REPORT ON

“Marketing Maestros-One Day Marketing & Selling Activity”

Day: Friday

Date: 19/04/2024

Time: 08.30 AM-05.00 PM

Total Number of Participants: 29

Class: MBA I Year

Category: Institute Level

Objectives:

1. To study Marketing strategies used by start-ups.
2. To learn how to create opportunities out of limited resource and how to reinvest roll on amount to gain more profits out of business.
3. To understand how to acquire new customers and how customers' satisfaction is important for the growth of business.

Session Summary:

RMDSSOMS organized “Marketing Maestros-One Day Marketing & Selling Activity” for MBA I year students on 19/04/2024(Friday) from 8.30am to 5.00pm. The students were informed a week earlier about this competition and the rules and regulations for the same. Following were the rules for this competition:

- Students can form the group on their own (Max-05 students).
- Investment amount by each group will be Rs.500 only.
- Students have to register their groups to faculty co-ordinators one day prior to the activity with their products and services.
- Winner will be announced on the basis of profit that they have earned against the investment.

Students were asked to register their group to the respective faculty co-ordinators. Total 7 groups registered for this competition. After reporting to the college students started their activity of selling the products/services in the college premises. The timings for selling activity was 8.30am to 2.30pm. After selling activity students were asked to report to the seminar hall (room no. 720) and give presentation regarding their selling activity with respect to the amount they invested, the profit they earned against the investment, reinvestment of the profit and all the promotional tools used by them. Lastly on the basis of profit earned the winning team and runner-up team were announced and certificates were distributed.

Outcome of the session:

- Students learned about various Marketing Strategies useful for making profits.
- As the investment amount was Rs.500 only, Students understood how to create opportunities out of limited resources.
- Students understood the concept of roll on amount and how to invest this amount again into the business to gain more profits.
- By taking feedbacks from their customers they got an insight about what are the consumer needs and how the customer satisfaction is important for the growth of business.

Winners:

Sr. No.	Name of the Students	Product/ Service	Profit in Rs.
1	Shivam Naikwade	Fruit Salad	1220/-
2	Ajay Kdam		
3	Anjali Sharma		
4	Sheryas Wani		
5	Sagar Sor		

Runner Up:

Sr. No.	Name of the Students	Product/ Service	Profit in Rs.
1	Abhishek Deshpande	Raw Mango Juice	1100/-
2	Kunal Chavan		
3	Vikas Bhapkar		
4	Gopal Golande		
5	Akshay Joshi		

Dr. Kavita Kamath

Mrs. Dhanshree Borawake

Name Faculty Coordinators

Report prepared by:

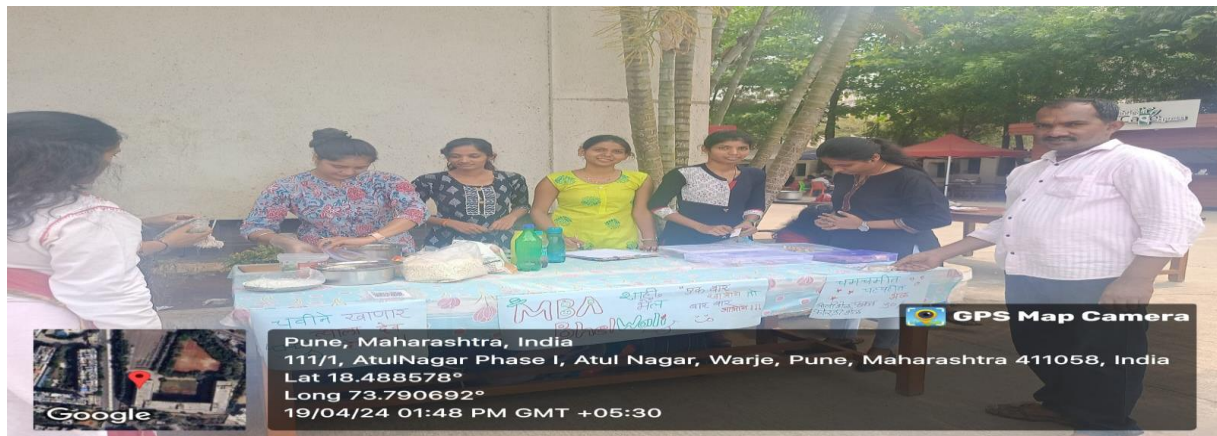
Mrs. Dhanshree Borawake

Asst. Professor (RMDSSOMS)

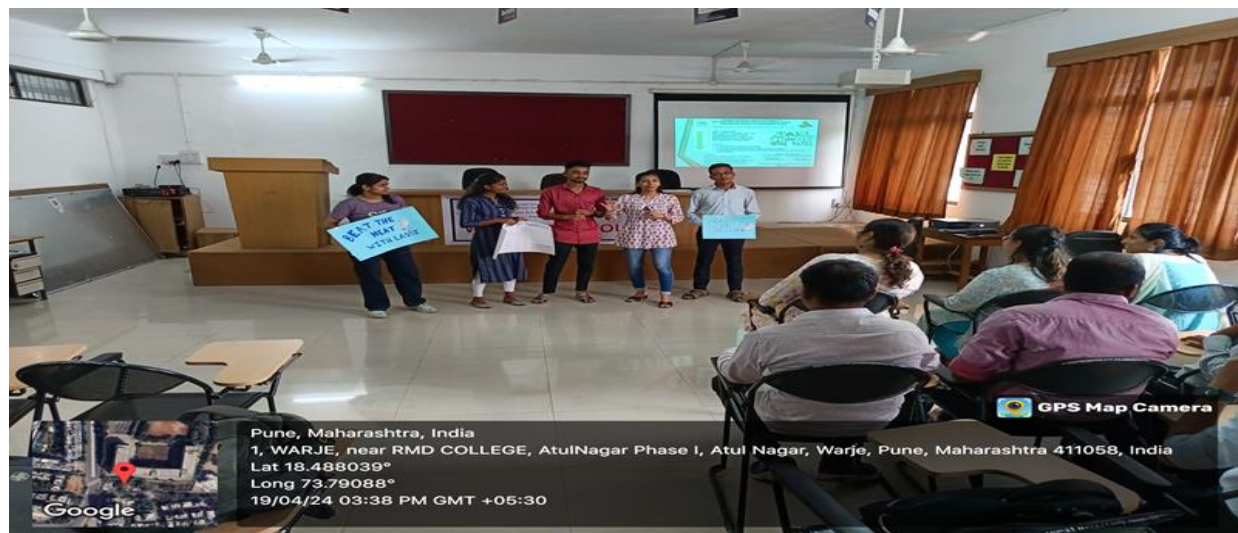
Dr. Swati Vijay

Dean (RMDSSOMS)

Event photos:



Students selling their products



Students' presentations



Certificate Distribution to the Winning Team



Certificate Distribution to Runner-Up team