



Semester 1

Thrust area – Idea Innovation on Validation and Concept Development

Quarter 2

Theme	Effective Sales and Marketing Strategies for Entrepreneurs / Startups
Activity Name	Expert Lecture
Mode of Conduct	Offline Mode
Time	1.30 pm to 4.30 pm
Participants (Online/Offline)	115 students of 1 st and 2 nd year MBA 5 faculty members
Online Resource*	
Description	<p>MBA student attending the insightful session on "Effective Sales and Marketing Strategies" conducted by Mr.Niranjan N. Naik, Founding Director at Quantum Leap Business Consulting, Bangalore, I had the privilege of learning comprehensive marketing approaches crucial for entrepreneurs and startups. The session was highly informative and covered a range of topics, including curiosity, vision, marketing segments, key marketing drivers, SWOT analysis, competitive landscape analysis using Porter's Five Forces Model, key success factors versus competitive landscape, and various marketing strategies.</p> <p>Curiosity and Vision Segments of Marketing and Marketing Mix Key Marketing Drivers SWOT Analysis Competitive Landscape - Porter's Five Forces Model Key Success Factors vs. Competitive Landscape Marketing Strategies Strategic Planning vs. Business Planning Components of a Business Plan Go-To-Market Strategy Product Strategy and Roadmap Price Positioning Matrix Six Steps to Build a Brand Strategy</p> <p>Mr.Naik shared a six-step process to build a brand strategy:</p> <ul style="list-style-type: none"> • Define the brand purpose and values. • Understand the target audience. • Analyse the competition. • Develop the brand positioning. • Create the brand identity. • Implement and monitor the brand strategy. <p>He also shared a glimpse of digital marketing strategy.</p>

Photographs





Key Outcome of the Activity

The session by Mr. Niranjana N. Naik was highly enlightening and provided invaluable insights into effective sales and marketing strategies. It equipped us with practical knowledge and tools to excel as entrepreneurs and marketers. The learning's from this session will undoubtedly help us in our future endeavors and contribute to the success of our businesses.



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