



Krantiveer Vasantao Narayanrao Naik Shikshan Prasarak Sanstha

LOKNETE GOPINATHJI MUNDE

INSTITUTE OF ENGINEERING EDUCATION & RESEARCH

Approved by AICTE, Accredited 'B' Grade By NAAC

Canada Corner, Sharanpur Road, Nashik 422 002



AD-	Workshop Report	Academic Year: 2024-25
		Semester II

Department of Management Studies

Seminar/Workshop Title:	"The Introduction to Sales & Marketing for Enterprenuers"
Date:	20th and 21st February 2025
Duration:	2 days
Venue:	Seminar Hall
Resource Person:	Mr. Sunil Chandak, Mr. Shreekant Patil, Mr. Sagar Patil, Prof. Pradyumna Bora
Coordinator:	Department of Management Studies
sObjective:	Awareness to students about different marketing strategies for effective Marketing for Entrepreneurship, Networking with Industry Persons
Outcome:	Awareness about different Marketing strategies in today changing scenario of Marketing, their usage and application to new and upcoming Entrepreneurs.
Mapped with PO	Mapped with PO1,PO4,PO5,PO7,PO10
Mapped with PSO	

Report of the Seminar/Workshop:

The LoGMIEER Institute Innovation Council in Association with The Department of Management Studies, conducted a 2-day workshop on "Introduction to Sales and Marketing for Entrepreneurs" on 20th and 21st February 2025 at Seminar Hall. The primary objective of this workshop was to equip aspiring entrepreneurs, students with fundamental sales and marketing knowledge. Understanding the essential principles of sales and marketing is crucial for launching and growing a successful business. The workshop provided valuable insights into how entrepreneurs can effectively apply these strategies to their businesses.

The Inaugural function started at 11 am with the Felicitation of all dignitaries Mr. Shreekant Patil (Chief Guest) Startup India Mentor, Mr. Sunil Chandak (Guest of Honour) President Udyogwardini by the Principal Dr. Kailas Chandratre. The Function by Introductory and welcome speech by the Head of Department Management Studies Dr. Sarika Patil. Mr. Shreekant Patil coordinator of LoGMIEER Institute Innovation Council were also present on Dice.

Day 1

Session 1: Mr. Sunil Chandak (Guest of Honour)

President Udyogwardhini.

The workshop commenced with an introductory session on the “**Introduction to Marketing for Entrepreneurs**”. Mr. Sunil Chandak delivered an inspiring speech on the significance of sales and marketing for startups. He emphasized the necessity for entrepreneurs to grasp fundamental marketing principles to ensure the success and sustainability of their ventures. He shared his extensive experience from mentoring numerous startups and highlighted common pitfalls and strategies to avoid them.

Session 2: Mr. Shreekant Patil (Chief Guest)

Startup India Mentor.

Mr. Shreekant Patil elaborated on the critical role of understanding customer behaviour and tailoring marketing efforts to meet their needs. He discussed various innovative sales techniques and digital marketing strategies that startups could employ to increase their market presence and drive growth. His talk was filled with practical insights and actionable advice, underscoring the importance of perseverance and adaptability in the ever-evolving business landscape.

The session was interactive, with Mr. Patil engaging the students through Q&A, providing personalized advice, and encouraging them to think creatively about their business ideas. His speech left a lasting impact, motivating the attendees to apply the knowledge gained and pursue their entrepreneurial dreams with renewed vigor.

Day 2

Session 1: Mr. Sagar Patil (Expertise on Digital Marketing)

Edupassage, Nashik

- The First session delved into the growing importance of **Digital marketing**. The resource person explained how entrepreneurs can use online platforms to reach potential customers.
- Topics covered included:
 - The significance of **social media marketing**, **search engine optimization (SEO)**, and **email marketing**.
 - Building a strong **online presence** through websites, blogs, and e-commerce platforms.
 - **Content marketing** and using compelling content to engage customers and build brand loyalty.

Session 2: Prof .Pradyumna Bora

(Head of Startup & Innovation Cell,SNJB'S College of Engineering,Chandwad)

During the second day of the workshop, Prof. Pradyumna Bora, Head of the Startup & Innovation Cell at SNJB's College of Engineering, Chandwad, delivered an insightful speech on "Sales and Marketing: The Startup Growth Engine". The session emphasized the critical role that effective sales and marketing strategies play in propelling startups towards sustainable growth and success.

Prof. Bora began by introducing the basic concepts of sales and marketing, elucidating their importance in the startup ecosystem. He highlighted that for a startup to thrive, it must not only have an innovative product or service but also a well-thought-out strategy to reach its target market.

Objectives of the Workshop

- To introduce the basic concepts of sales and marketing.
- To highlight the importance of creating and executing effective sales strategies.
- To provide entrepreneurs with actionable insights and practical tools to market their products or services.
- To help participants understand customer needs and how to align their offerings with market demands.
- To enhance participants' understanding of digital marketing strategies and sales techniques suitable for entrepreneurial ventures.

Key Takeaways

- **Sales Strategies:** Participants learned the importance of understanding customer needs and the sales cycle, allowing them to create persuasive sales strategies and close deals effectively.
- **Marketing Fundamentals:** The workshop emphasized the significance of crafting a strong brand message and leveraging digital marketing tools to increase visibility and customer engagement.
- **Practical Skills:** Through role-playing and real-life case studies, participants gained hands-on experience in applying sales and marketing techniques to their business ideas.
- **Digital Tools:** Entrepreneurs were introduced to affordable and accessible digital tools to reach a wider audience, boost their online presence, and optimize marketing efforts.

Conclusion:

The 2-day workshop on "Introduction to Sales and Marketing for Entrepreneurs" provided invaluable knowledge and practical insights for aspiring entrepreneurs. The workshop successfully met its objectives by enhancing participants' understanding of the crucial aspects of sales and marketing in building and sustaining a business. The blend of theory, practical exercises, and expert guidance ensured that participants walked away with actionable skills that they could immediately apply to their ventures. The MBA Department plans to continue offering such value-added programs in the future, further empowering students and entrepreneurs with the skills they need to succeed in the business world.

Photographs (geotag):



Bahil
HOD

Ukar
Principal