

**A**  
**Marketing Report**  
**On**  
**“JUGAD ACTIVITY”**  
**Submitted By**  
**“TEAM HURRICANE”**



**Department Of MBA**

**Nashik District Maratha Vidya Prasarak Samaj,s**  
**Karmaveer Adv. Baburao Ganpatrao Thakare**  
**College of Engineering, Nashik**  
**Year 2021-2022**

## Our Team

### “Team Hurricane”

#### Group Members

1. Abhishek Shermale
2. Bhushan Aajage
3. Vikram Mande
4. Bhagyashree More
5. Tanuja Wagh
6. Shivani Patil



## INDEX

Sr. No.	CONTENTS
1	Brief Description about Task
2	Challenges
3	Strategies for overcoming challenges
4	Learning from Task
5	Memorable incident
6	Name of entrepreneur interview taken
7	Learning from Interview
8	Suggestions

## **Brief Description about Task Performed**

JUGAD activity was organized on 28<sup>th</sup> February 2022. We started our activity at 8 am in the morning. Our task was to sell idli chutney and Dhokla and we simultaneously sold Khakra and Banana chips. We were six members, due to some family issue our two members were not able to participate in the activity. We 4 divided ourselves into two groups. Our first location was Indira Nagar jogging track and our second location was Golf Club. We completed our 1<sup>st</sup> activity at 11 am. After that we had our breakfast at Tushar Missal. We started our second activity at 12 pm where we delivered sugar at various tea stalls and continued to sell chips and Khakra. We had our lunch at 2 pm at Tushar Food Hub. Our third task was we sold refreshments like Limbu Sharbat at various locations like Shalimar, Golf club. With these activities we undertook other activities like accounting and made projects for students who needed.

### **DEPARTMENT OF MBA**

**"JUGAD COMPETITION 2021-22"**

**RAVA IDLI, CHATNI**



**DHOKLA**



**KHAKHRA**



## **CHALLENGES**

One day before our activity our plan was to sell a health product which was dry fruit honey but due to some reason our product was not available so we had to change our plan and decided to sell breakfast and refreshments. There were some people who were not cooperating with us for the location at Shalimar. So we had to change our location from Shalimar to Kapaleshwar temple. But there was not great response at kapaleshwar so we again shifted our location from Kapaleshwar to Golf club. Even at Golf club people were just enquiring about the products but not purchasing them. These were the few challenges we faced during our activity.

## **OVERCOMING CHALLENGES**

- **Competing with Lower-Priced Rivals:**

In the 2<sup>nd</sup> task of the activity we fulfilled sugar distributing service. At that time we came to know about supply chain system of distribution network and price rivalry. We observed the price rivals and we decided to supply sugar to our customers at low price and also provided free delivery of sugar.

- **Surviving in crowded markets:**

In the morning session we decided to sell breakfast like Idli chutney and Dhokla which are famous breakfast dishes, so we targeted crowded places like Golf club. Even though there were other breakfast stalls we still got good response at Golf Club.

- **Manage risks by checking on your clients, their requirements and identifying the client areas of concern.**

- In the Sugar activity some vendors or shopkeepers were demanding to lower the price of sugar at that time we used selling strategies. We provided sugar at low prices but also received large quantity of sugar at lower price. In that way we earned lot of profit from that activity. For customer satisfaction we also provided free delivery of sugar at their shops.

## **LEARNING FROM TASK**

- **Learn your market:**

It is essential to learn your market. It allows you to be knowledgeable and educated about what your target market is in need of. With this, having full knowledge of what your target market wants gives you all the information you need to adjust what is needed for your product or service. Without understanding of what your target market needs, you would not be able to bring out the best in your products and services.

- **Quality over quantity:**

Quality is one of the most important things when it comes to the basics of business. Customers will always choose quality over quantity. It is important to ensure that your products or services are top quality.

- **Be Respectful of what your lead is telling you:**

You tend to look at the sales process from your own perspective, but imagine for a moment what it is from buyer's point of view. You should be respectful towards customers or buyers or any other business person.

- **Supercharge Your Communication:**

The power of communication can't be underestimated. Communicating proactively can prevent the development of almost any problem by explaining things clearly, setting firm expectations. Communicating well can help you resolve any problem, coming up with a mutually agreeable solution or explaining circumstances.

- **Be a team player:**

For a team to succeed it requires proper cooperation and coordination between the members of team. You need to understand each other's views, ideas or thoughts in order to succeed.

## **MEMORABLE INCIDENTS:**

- There were many memorable incidents one of which was one customer came to us firstly he didn't purchase anything from us but after listening about our activity he was impressed and directly purchased 10 plates of Idli chutney from us and also complemented us and gave us advice related to MBA practical Knowledge.
- We visited many tea stalls for sugar related enquiry but at "Yashwant tea house" the owner was very kind, he supported our activity and directly gave us order of 500 kg sugar. He also helped us for interview.
- At Shalimar, an auto rickshaw driver was very kind. He helped to find location and helped to arrange our stall.
- Along with good responses and experiences we also received bad responses. Some people came to our stall and just enquired about whole information regarding products but didn't purchase anything from us.

## NAME OF ENTREPRENEUR INTERVIEW TAKEN

### 1) Mr. Abhishek Patil Sir



We interviewed Mr. Abhishek Patil the owner of Restaurant Tushar Missal. He was very kind with us. He gave us all the information about the restaurant. The restaurant was setup in the year 1972. He gave us information about how they set their business, how they are developing their business day by day. He also told us about challenges they faced during the covid pandemic. He also advised us and gave suggestions that how to become a successful entrepreneur.

### 2) Mr. Nitin Kulkarni Sir



We also interviewed the owner of Yashwant tea house Mr. Nitin Kulkarni Sir He was also very kind with us. He gave us all the information regarding their business. He also gave us order of 500 kg sugar.

## LEARNINGS FROM INTERVIEW

- **Start marketing as soon as you are ready with the business:**  
From the entrepreneurs that we interviewed we learned that effective marketing is very essential. As soon as your business or product is ready start marketing .Marketing doesn't necessarily mean content marketing or running paid advertising, it simply means getting your potential customers know about your business or product.
- **Work on something you are truly passionate about:**  
Sometimes we have tendency to get attracted to a business idea because we can see there's an opportunity to make money but if you are not passionate about that product, market or customers, then you will inevitably run out of steam.
- **Listen to Subordinates:**  
The authoritarian style of leadership isn't nearly as effective as it used to be. The most successful entrepreneurs recognize that employees have valuable insights and need to be given the opportunity to share them with the rest of the team.
- **Focus on External Branding First:**  
The company culture is one of the most important elements of its ultimate success or failure. In order to build a thriving culture, executives must communicate their vision and foster an environment that their employees will feel inclined to participate.

## SUGGESTIONS

- For the activity only one day was given, we suggest from next time extra time should be given for the activity.
- The product should be given by the college to each group and that group which has maximum sales and profit should be declared as winner.
- College should provide a permission letter to students before activity so that students will not face any problem.

## BREAKFAST



## Lunch



## Evening Snacks



We Thanks our Faculty for arranging this activity which helped us to gain practical and marketing knowledge. This activity taught us how a how a business is set up, what strategies are required, how to identify the customers etc. We thank our group members for cooperating with each other  
thankyou.