



B.V. Patel Institute of Management, Uka Tarsadia University



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Session on Building Efficient Strategies

A strategy formulation activity was held for TY- BBA students on Tuesday, 2nd February, 2021 and Wednesday, 3rd February, 2021 where the students were made to do a brainstorming activity and come up with various innovative and unique strategies that they would utilize in setting up Stationary Shop and Electric Car Charging Stations respectively.

In the activity, students were divided into a group of six members each and were given a time period of 1.5 hours to come up with their innovative and well-planned strategies for setting up stationary shop and electric car charging stations. On next day students have presented their strategy in their respective classes on the given product's marketing strategy. For entire exercise students were given fixed resources (i.e. card board paper, sketch pen, scale, crayons, pencil and eraser) after collecting all materials from them including their mobile phones. All the students actively participated as well as contributed in the activity and came up with many innovative strategies.





The various learnings from the activity are as follows:

- Created a sense of direction: While discussing in group about the various strategies which can be utilised or formulated to gain maximum benefit, the students were able to create a sense of purpose and establish realistic objectives which can be worked upon.
- Strategic planning increases operational efficiency: With a clear strategy and direction in place, resources could be allocated and monitored more effectively to ensure that effectiveness is enhanced and wastage is reduced.
- Team work is the key: While designing the strategies on the given topic, students came to know the importance of team work. Each individual is an expert in his/ her field and so collective ideas and brainstorming of each member would help to build an effective and efficient strategy.
- Think out of the box: From the above mentioned activity, the students learned that in this dynamic environment it is very much necessary for an individual to think out of the box because ordinary ideas and strategies are always taken by competitors and to succeed in any field innovation and uniqueness is very important.



Everyone was very much excited because it was a time management exercise as well as to complete the task with given resources only. At the end it can be said that overall activity was very entertaining and learning. There were so many things that students learn from this

activity like time management, team building, planning, strategy preparation, resource allocation etc. Thus, to sum up, the activity was both fun and interesting which included learnings

At the end students thanked director sir Dr. Vijay Gondaliya for such a creative and educational activity.

