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

Date: 21-09-2022

Expert Session on Challenges in Retail Distribution of Smart Phones in South Gujarat

BVPIM had conducted Expert session for marketing students under the banner of " CHALLENGES IN RETAIL DISTRIBUTION OF VIVO SMART PHONES WITHIN SOUTH GUJARAT " conducted by Shri Nishant Poddar Sir – Zonal Business Head of Vivo Gujarat ltd.

Topic	Challenges in Retail Distribution of Smart Phones in South Gujarat
Date:	21-09-2022
Time:	12:30 to 2:00
Venue:	Room No. 20, BVPIM
No. of Students:	45
Speaker:	Shri Nishant Poddar– Zonal Business Head of Vivo Gujarat Ltd
Coordinator:	Mr. Parvez Malek and Ms. Kruti Bhatt
Category:	Student Development Cell

Objectives of the Expert Session

- To highlight the importance of innovation as a strategy for the sales growth of VIVO Brand in South Gujarat Region

- To explain the importance of coordination of sales team with all other departments like Customer Care, Marketing, HR, Finance, Production, Logistics etc.

- To make students practically understand the impact of various employee engagement strategies implemented for Distributors, Sales Team members.

- A practical sharing of how to design and execute innovative solutions-based approach for solving complex problems in day-to-day business.

- Practical sharing of how vivo launches new products in the markets of Gujarat.

- To make students realize the importance of innovative merchandising, visibility and effective promoters training program

- To learn the strategies adopted by VIVO which gave a competitive edge over competitors within South Gujarat

About the program: The Resource Person **Shri Nishant Poddar Sir Zonal Business Head at VIVO South Gujarat Cluster** had enlightened students with his vast expertise in the sales and marketing of Smart phones of VIVO brand within South Gujarat.

He has shared his practical learnings on how to make new products launches innovatively by creating hype in the market place and an overall integrated approach to execution with an eagle's eye over competitor's and also how to motivate sales team to get the desired results driven with improving employee engagements.

He also shared the strategies executed in recently launched 5G smart phones of vivo brand in markets of South Gujarat.

Role play for students were done on various topics of his expertise on effective sales presentations, prospecting and customer objection handling, sales promoter training program's.

Mr Nishant Sir was welcomed and introduced by our faculty Mr Parvez Malek. The Speaker then addressed the students about latest trends to manage innovation in smart phone industry and also how successful innovative sales and marketing strategies implemented and executed by vivo in South Gujarat market have given them the leadership position in the smart phone industry.

Outcome: The Learning's to the students from the above game changer forum are as under

1. The importance of delivering solutions-based approach toward the complex sales and marketing problems.

2. The need to design and implement innovative marketing strategies thereby minimizing resistance to change from all stakeholders of business.

3. The need to solve problems of customers and serve customers innovatively thru effective CRM and track sales promoter's performance measurement trends with tactics

4. The need to design innovative new smart phone launches across various cities of South Gujarat.

The session was very innovative and students enjoyed the practical tips given by Shri Nishant Poddar Sir.

All students had a great learning and cleared all their doubts by asking innovative questions to the keynote speaker.

Memento was awarded by our faculty Ms Kruti Bhatt and followed by the vote of thanks given by Parvez Malek.

We are extremely thankful Dr Vijay Gondaliya Sir- Director B V Patel Institute of Management for approval to conduct this game changer knowledgeable Expert Session for the students of TYBBA Marketing Students