



## **Market Mavericks for Smartphone and FMEG Brands of Oppo & Havels Brands**

**Date: 10/08/2024**

<b>Date of Event</b>	10-08-2024
<b>Venue</b>	Navsari City Market
<b>Time</b>	9AM -2 PM
<b>Total No. of Participants</b>	14 students of TYBBA Marketing
<b>Expert Name</b>	Mr Rambhai Budhani- CEO of Shyam Connect Link Pvt Ltd and All Sales Head and Marketing Team of OPPO & Havels
<b>Event Coordinator</b>	Dr Kruti Bhatt, Mr Dharmaraj Solanki, Mr Parvez Malek
<b>Event Category</b>	Management Club (Marketing Club)
<b>Program objective</b>	To provide students practical insights into retail distribution of goods particularly focusing on Indian market. Its main objective was to learn field work with smartphones and FMCG sales team, understand the consumer behavior and to track and analyze the competition in market
<b>Program outcomes</b>	The students have received the insights about functioning of FMEG market and have also learned about the structure of the FMEG sector, including key players, market segmentation, and the role of various stakeholders, current market trends, such as advancements in technology, shifts in consumer preferences, etc.

The purpose of the visit was to provide students practical insights into retail distribution of goods particularly focusing on Indian market. Its main objective was to learn field work with smartphones and FMCG sales team, understand the consumer behaviour and to track and analyse the competition in market under the Shyam connect link Pvt Ltd.

The students of TY BBA (Marketing) visited Navsari to interact with the Sales & Management teams of local company which distributes different brand products. The session lasted for approximately 1.5 hours, during which various aspects of market dynamics were discussed.

### **Session Highlights:**

- 1) Introduction & market coverage: - The session began with their introduction and shared

their experiences in the market they also shared their coverage area which was Navsari & Dang district all over.

2) Market Experience and relationship Building: - The company representatives emphasized the importance of building strong relationships in the Indian market they also discussed about the importance of data analysis and how we could correct our mistakes by recalling the past data. They also discussed about the

- Competition Drive
- Target & Achievement
- Competition update
- Visual Merchandise
- Customer Data & Follow up
- Discipline & Continuity.

3) Product Portfolio: - The company distributes a range of products in smartphones & Havells brand. They have total of 135 outlets all over Navsari and have invested overall of 12 -15Cr . They have 50% stake in telecom and have 45 staff all included and have a huge networking chain all over market.

4) Advice for future marketers: - The company offered valuable advice to the students and encouraging them to work hard and be resilient in the face of challenges and rejections in the marketing field.



The Session concluded with a group photo and with lot of valuable learning experience for the students, providing them practical insights that will complement their academic knowledge

and prepare them for their careers in marketing.

We are Extremely Thankful to Dr. Vijay Gondaliya– Director of B.V. Patel Institute of Management for always motivating us to learn practical concept from industry experts and also Marketing Club Faculty Members – Dr. Kruti Bhatt , Mr. Dharmaraj Solanki Sir & Mr. Parvez Malek for Successfully Executing us throughout .

Report prepared by: Mr. Parvez Malek

Sign of the HOD