



**Experiential Learning Competition
In
Marketing Management Course**

Date: 31st March, 2021 and 23rd may, 2021

Venue: RVIM

Time: After 5 pm daily working on the project

Event : e-business challenge competition

No. of Participant: 60

Event Coordinator: Dr. Padmalini Singh,
Mr. Venkatesh Majji

Objectives

- To apply the theory and concepts such as need identification, STP, marketing mix strategies, marketing channels, sales & promotional tools, sales management, CRM and digital marketing to plan and develop e-business venture.
- The objective of this competition is to make students learn the skills to identify the business idea, develop the website, adding the payment gateways, vendors and start selling products/services completely online through their website. This competition will help all the students to apply the theory and concepts such as need identification, STP, marketing mix strategies, marketing channels, sales & promotional tools, sales management, CRM and digital marketing in experiential way of learning the theoretical concepts.

Agenda/Flow of the Event

1. Build an E-Commerce business and design a Digital Marketing strategy. It can be planned and executed following two steps:
 - a) Create digital marketing campaigns through Google, Facebook, Instagram
 - b) Set-up a CRM system (Hubspot, Zoho, Freshdesk) for the lead management and create a drip-email campaigns
2. Showcase your functional website in curtain raiser event.
3. After considerable time of running the e-business, present your e-business idea explaining the profit generated from the e-business in Pitch Competition to an external examiner.

Outcome Achieved/ Attained:

There were total 9 e-business ventures that were planned and operationalized by all students working in a group. The students has hands on experience of applying the concepts to plan and develop their businesses. The new ventures were in various fields like handicraft, oxygen cylinder supply, dry fruits, craft services, baking, photography, processed protein, painting etc. Students learnt to start the business from brainstorming for a viable business idea and then gradually setting up the business to earn profit.

These businesses were created around their interest so that the students continue to run their e-business in future as well.

Snapshots of E-business competition curtain raiser event







Pitch Competition snapshots



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Customer relationship established through Hubspot

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NAME	EMAIL	PHONE NUMBER	CONTACT SOURCE	ASSIGNED COMPANY
Ramesh K.S	ramesh@...@gmail.com		10 Happy Hubspot Customer	
Madhava M	madhava@...@gmail.com		20 Happy Hubspot Customer	
Pradeep	pradeep@...@gmail.com		20 Happy Hubspot Customer	
Manikanta Sani	manikanta@...@gmail.com		20 Happy Hubspot Customer	
Anand Raj	anand@...@gmail.com		20 Happy Hubspot Customer	
Raja Gowda	raja@...@gmail.com		20 Happy Hubspot Customer	
Senthil Kumar V	senthil@...@gmail.com		20 Happy Hubspot Customer	
Talwar K.N	talwar@...@gmail.com		20 Happy Hubspot Customer	
Sudhakar P	sudhakar@...@gmail.com		20 Happy Hubspot Customer	

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COMPETITORS ANALYSIS

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	Year End	Equity	Gr. Blk	Sales	NP	NP Var%	Div%	B.V Rs.	CPS Rs.	EPS Rs.
Medical Equipment	16	353.46	454.55	550.75	-4.79					
Advanced Micron	201803	5.28	4.8	2.01	-0.53	96	0	-78.8	0	0
Axys Health	201303	9.09	21.63	7.4	-5.34	0	0	-12.9	0	0
Constronics	202003	7.21	0	1.88	0.09	0	0	0.1	0.1	0.1
Dhanus Global	200706	2.81	0.95	1.03	0.24	0	0	10.9	0.9	0.9
Maestro Med	201603	4.37	16.99	0.56	-3	87	0	-89.1	0	0
Monozyme India	200803	3.19	1.3	0.03	-0.64	51	0	2.3	0	0
New World Med	200006	3	0.36	0	0	0	0	20.2	0	0
Opto Circuits	202003	300.63	44.88	62.61	15.64	-55	0	1.3	0.6	0.5
Shree Coratomic	200803	0.8	0.86	0.75	-0.01	0	0	10.1	0	0
Shree Paceltronix	202003	3.6	10.46	8.76	0.27	317	0	15.9	2.2	0.8
Siemens Health	201009	1.57	132.22	176.44	9.67	82	175	352.3	210.6	58.7
Siemens Hearing	200909	1	3.51	41.22	2.2	-65	150	95.3	30.4	19.5
South India Surg	201903	2.89	11.47	41.44	0.68	-57	0	888.9	60.6	23.5

MORE VIDEOS

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FUTURE PLANS

- SEARCH ENGINE OPTIMISATION
- CO-MARKETING
- EMAIL-MARKETING
- PHYSICAL EXISTANCE
- COLLABORATIONS
- TO SPREAD INTERNATIONALLY
- ESTABLISHMENT OF YOUTUBE CHANNEL

LEARNINGS

- DEVELOPMENT OF BUSINESS IDEA
- WEBSITE DESIGNING
- STANDING OUT IN DIGITAL PLATFORM
- LEADS GENERATION
- SALES GENERATION



MORE VIDEOS

PRESENT COLLABORATIONS

- HIDDEN TALENTS
- THE CIRCLE COMMUNITY
- SELF MANAGEMNT



MORE VIDEOS

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SOCIAL MEDIA

INSTAGRAM

the_essenceshop

https://www.instagram.com/the_essenceshop/

FACEBOOK

AmaraVathJESS ENCEMAH

<https://www.facebook.com/AMARAVATHJESS ENCEMAH/>

YOUTUBE

https://www.youtube.com/channel/UC_5Hu8VQ2hLuzjJ2vLakivA/featured

GOOGLE

AmaraVathJESS ENCEMAH

MARKETING CANVAS

https://www.canva.com/design/DAEZ3jpcUwQ/share/preview?token=CfYNG6xMKyWYEVhh5vBZQ&role=EDITOR&utm_content=DAEZ3jpcUwQ&utm_campaign=designshare&utm_medium=link&utm_source=share&utm_medium=share

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Profit Making

Date	Cost price	Amount received (Amount)	Profit earned
31-03-2021	Rs 472	Rs 590	Rs 118
04-04-2021	Rs 4,601	Rs 6,240	Rs 1,639
05-04-2021	Rs 5,824	Rs 7,500	Rs 1,676
07-04-2021	Rs 1,070	Rs 1,500	Rs 430
09-04-2021	Rs 7,986	Rs 10,620	Rs 2,634
13-04-2021	Rs 1,540	Rs 2,000	Rs 460
14-04-2021	Rs 1,562	Rs 2,000	Rs 438
16-04-2021	Rs 6,245	Rs 7,520	Rs 1,275
17-04-2021	Rs 5,452	Rs 6,870	Rs 1,418
Total Profit			Rs 10,088

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Feedback & Coordinator Comment:

The e-business plan was conceptualized in a way to offer experiential learning extending 'learning by doing' concept. As e-business was initiated according to one's interest and weightage of internal marks was associated with it, students were involved seriously in learning. Also, the sustainability of the e-businesses was ensured by communicating students that they should incubate their venture for growth by associating it with the incubation center.

Expected Outcome:

Expected outcome of the experiential learning assignment is that 13 functional websites will be developed by students who will be selling the products and services online through these websites that will remain operational even after the completion of the course.

Event Coordinator

Dr. Padmalini Singh

Director

