Report on IIC event – 25th Feb 2025

Name of the workshop: -Effective Sales and Marketing strategies for entrepreneurs/start-ups.

Date of the event: - 25Th February 2025

Venue: - KMIM seminar hall

Time: - 11.00am to 1.00 pm

**Introduction**

The workshop focussed on providing insights to the students with regard to market analysis, branding and customer relationship management to understand the importance of suitable sales and marketing strategies for an enterprise.

Resource person for the event was Mr Alwala Devender Reddy (CEO – Eride, E-mobility company).The event was graced by head of the department Dr B. Anjan Kumar and all the faculty of KMIM.

**Event Highlights**

The event on "Effective Sales and Marketing Strategies for Entrepreneurs and Startups" was held on 25th Feb, 2025 at the MBA seminar hall, KMIM. It was designed to equip students with practical insights into building and executing successful sales and marketing strategies. The resource person covered many areas such as structuring a sales funnel to support long-term growth, digital marketing trends and understanding go to market strategies. The importance of leveraging on technology and automation was also discussed.

Technical support was provided by Mr Murty and Ms Lakshmi.

The *students’ co-ordinators* for the event were from MBA 2nd year. They were

* R.Sai Krishna
* B.Manjunath
* D.Lokesh
* G.Sindhu Bhavani
* B.Sravanthi

**Glimpses of the event**

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