

Report on Tribetailing-Understanding the Retail Culture Held on
02.03.2022

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| Date of Event | 02.03.2022 |
| Name and Type of Event | TRIBETAILING-Understanding the Retail Culture |
| Conducted by | Prof. Poonam Dabaria, Prof. Vishakha Joseph, Prof. Atul Pathak |
| No. Of Participant | 42 |

Description & Flow of Events (including photos of the Event):

On 2nd March, 2022 a field trip named “TRIBETAILING-Understanding the Retail Culture” was organized for the BBA Semester IV Students. For this a total no of 42 registered students visited P&M Mall to study the mall outlet, various brands store designs, promotion & positioning strategies followed by them. 14-15 Students from each section were selected and were divided into groups. Each group had been assigned separate floors which they had to study in the mall. The students were divided into groups of 5-6. Various tasks were planned related to Retail Management. The groups had to visit the retail outlets and collect the information which was required according to the task allotted. Post the visit the group members together were asked to prepare a presentation report based on their study. The event was organized by Prof. Poonam Dabaria, Prof. Vishakha Joseph and Prof. Atul Pathak.

Outcome

The students can have increased brand awareness and the Brands positioning strategy.

The students will be able to understand the Merchandise assortment planning
They students will be able to understand visual Merchandising and the various types of retailing.

The students will get an insight on Retail Franchising, Retail Chain and Retail store design.

Poster Of the Event

**SCHOOL OF COMMERCE
& MANAGEMENT**

DEPARTMENT OF BBA
PRESENTS

TRIBETAILING

Understanding the Retail
Culture in Jamshedpur

FOR : BBA - SEM IV
SECTION - A,B & C

 **2nd March, 2022**

 **9:30 am Onwards**

 **Visit to P&M Mall**

JGI
ARKA JAIN
University
Jharkhand (Jamshedpur)

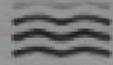


CONTACT: Centre Co-ordinator – Prof Vishakha Joseph, Prof. Poonam Ranjan



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Jamshedpur
Jharkhand
India



26°C

79°F

2022-03-02(Wed) 10:49(am)