

Event Details	
Event Name	Workshop
Topic	Professional Workshop on Essentials of Retail Growth
Date	2024 -02-06 to 2024 -02-09
Mode	Offline
Venue	LH-01, 4th Floor, Flemming Block
Organizer Name	Dr. Subodh Saluja; Dr. Reet Kaur
Resource Person	Simran Jhonson Trainer
No. of Participants	40
SDG No	SDG 4: Quality Education , SDG 9: Industry , Innovation and Infrastructure , SDG 17: Partnership for the Goals

Objective :

- Provide participants with a comprehensive understanding of retail growth essentials ,including market analysis ,consumer behaviour ,and merchandising strategies .
- Explore emerging trends and innovations in retail technology ,such as artificial intelligence and e-commerce platforms ,and their role in driving growth .
- Highlight the importance of sustainability in retail practices and how integrating eco-friendly initiatives can attract consumers and enhance long-term profitability .

Description :

The Professional Workshop on Retail Growth Essentials is a meticulously curated event designed to equip students with comprehensive knowledge and practical skills essential for navigating the dynamic landscape of the retail industry . Organized with the aim of fostering a deeper understanding of the intricacies of retail growth ,this workshop offers participants a unique opportunity to engage with industry experts ,explore emerging trends ,and develop strategies to thrive in the competitive retail environment . The workshop features a diverse range of sessions covering various aspects critical to retail growth . Through interactive presentations ,case studies ,and hands-on exercises ,students gain insights into key areas such as market analysis ,consumer behavior ,merchandising strategies ,and omni-channel retailing . Seasoned professionals from leading retail companies share their expertise ,providing invaluable real-world perspectives and practical advice . One of the focal points of the workshop is understanding the importance of leveraging technology in driving retail growth . Participants learn about the latest innovations in retail technology ,including artificial intelligence ,data analytics ,and e-commerce platforms . They explore how these tools can be effectively utilized to enhance customer experience ,optimize operations ,and maximize sales .

Outcomes :

- Enhanced understanding of retail industry fundamentals ,including market dynamics ,consumer behaviour ,enabling participants to make informed decisions in retail settings .

- Increased awareness of cutting -edge retail technologies and their potential applications ,empowering participants to leverage technology to optimize operations ,enhance customer experience ,and drive sales growth .
- Strengthened critical thinking and problem -solving abilities through hands -on activities and case studies .



Students performing activity assigned



Introductory session pic



Delivering lectures



handling students doubts



Students performing activity -2



Speaker with faculties and students after the event