

अनेकान्त एज्युकेशन सोसायटीचे,

तुळजाराम चतुरचंद महाविद्यालय, बारामती

डिपार्टमेंट ऑफ बी. व्होक रिटेल मॅनेजमेंट

नोटीस

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8 AUG 2019

आपल्या महाविद्यालयातील बी. व्होक रिटेल मॅनेजमेंटच्या वतीने आपणास अत्यंत माफक दरात होलसेल "राखी स्टॉल" दि. ९ ऑगस्ट २०१९ ते १४ ऑगस्ट २०१९ सकाळी १० ते दुपारी ३ वाजेपर्यंत जिवराज सभागृहासमोर, गार्डनच्या शेजारी लावण्यात येणार आहे. तरी सर्व विद्यार्थी, प्राध्यापक, शिक्षकेतर कर्मचारी यांनी याचा आवर्जून लाभ घ्यावा.

ph/mems.

विभाग प्रमुख



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प्राचार्य



Report of 'Rakhi Stall'

Date: 09th August 2019 to 14th August 2019

The Department of B.Voc Retail Management organized "Rakhi Stall". The aim of this activity was to know the exact concept of Consumer Behavior, how to handle customer, how to attract customers. Further, the objective of this activity was giving practical knowledge of Retail Management and Consumer handling.

In this activity students collected Rs. 7000/- as a capital for Rakhi Stall. After that Prof. Mahesh Phule and three students went to Pune for purchasing Rakhis from Distributors. After that Ravi Bhandari made image for attracting customers and Swarupa Kadam made the poster of Rakhi Stall advertisement. We made groups and went to each and every classroom for promoting our Rakhi Stall.

Dr. Chandrasekhar V. Murumkar, Principal inaugurated the event and motivated the students through his motivational words. In this activity Vice Principal Dr. Ajit Telave and Dr. Wazid Khan were also present. After that Students engaged themselves in convincing customers and sold the Rakhi and made profit of Rs. 6889/-.

From this activity students were well aware about how the retail store runs and what efforts are made to develop their business for long term. Students are also known about their skills to attract customers towards their store and how to make them as a final consumer and also how to multiply their customers by giving attractive offers to customers.

The duration of this rakhi stall was 09th August 2019 to 14th August 2019 but on 13th August 2019 all stock of rakhi was sold. All students organized for this activity by enthusiastically and with highly motivation.

We express our special thanks to Dr. Chandrasekhar V. Murumkar Principal, for inspiring and encouraging every time for us. We also thank to Dr. Ajit Telave for his kind support and valuable guidance.

There was a very good response from students. In all 49 students benefited through this activity. The entire activity was coordinated by Prof. Mahesh Phule and supported by Prof. Amruta Bapat and Prof. Sudhir Taware who took efforts to make this activity successful.

Account Details of Rakhi Stall

Date: 09th August 2019 to 14th August 2019

Final Detail

Sales Collection Total	15334
(-) Purchase Total	7830
(-) Transport Expenses	615
Total Profit	6889

Collection from Students – Rs. 7000		
Purchase Amount	25/07/2019	7070
	10/08/2019	760
	Total	7830
Sales Collection Amount	09/08/2019	5384
	10/08/2019	5305
	13/08/2019	2080
	14/08/2019	2565
	Total	15334
Transport Expenses – Rs 615		



Prof. Mahesh S. Phule
Coordinator
B.Voc Retail Management

Photos of 'Rakhi Stall'

Date: 09th August 2019 to 14th August 2019

Inaugurated by Hon. Pringle Dr. G. V. Murumkari



Selling to customers



Selling to customers