Anekant Education Society's Tuljaram Chaturchand College of Arts, Science, And Commerce, Baramati. Department of B. Voc Retail Management Industrial Visit to Phoenix Market City Attdence Sheet



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Notice

All the Retail Management students are hereby to inform that we are arranging industrial visit on 03rd October, 2019 to Phoenix Market City, Pune. So you are requested to collect authorized permission letter from our department and submit it with your parents' permission before 30th September, 2019.

All students must be present with proper college uniform on 03rd October, 2019, 05.00 am at College.

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Coordinator

(8|) Principal

Anekant Education Society's Tuljaram Chaturchand College of Arts, Science, And Commerce, Baramati. Department of B. Voc Retail Management Industrial Visit to Phoenix Market City Attdence Sheet

3rd oct, 2019

	31d Oct, 2017		
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6266	Nale Pritam Ashok		-
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6268	Nangare Akshay Sunil	D-5- N	A.S. Manga
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6279	Sawane Akshay Rakhamaji	TL	(D)
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B.Voc (RM) Cordinator

Anekant Education Society's Tuljaram Chaturchand College of Arts, Science, And Commerce, Baramati. F.Y. B. Voc Retail Management Industrial Visit to Phoenix Market City Attedence Sheet

03rd Oct, 2019

Sr. No.	Roll No.	Name of the Student	Towards Pune	Towards Baramti
1	6201	Sayyad Ozair Rafique	4.0	•
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5	6206	Ingawale Shubham Dattatray	Real	Praction
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8	6209	Guldagad Sameer Laxman	Perio	4000
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20	(6223)	Shaikh Amin Dhinmaula	AB	Suef
21 -		Bhandari Ravi Nagesh	(U.D.)	AB .
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Anekant Education Society's Tuljaram Chaturchand College of Arts, Science, And Commerce, Baramati. F.Y. B. Voc Retail Management Industrial Visit to Phoenix Market City

Attedence Sheet

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B.Voc (RM)

Co-ordinator



Anekant Education Society's Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati Department of B.Voc Retail Management

Date: 03rd October, 2019 Industrial Visit – Phoenix Market City

Students of Retail Management program visited retail giant Best Price, Phoenix Market City in Pune, where they got hands-on experience of the retail world and insight and feel of Retail Marketing? The aim of visit was to see the retail activities of Phoenix Market City.

Phoenix Market city Pune is an integrated mixed-use development incorporating Shopping, Dining, Movies, Entertainment and much more that delivers a holistic lifestyle and leisure experience.

"The Phoenix Mills Ltd." is a holding company for "Island Star Mall Developers Pvt. Ltd".

In the morning 05.45 am we started out journey from our college. We reach there at 08.30 am and Mr. Ajay (Manager) welcomed us. They showed us overview of what information we are getting today? After this overview they divided students into two groups, one is headed towards west end and other towards south end. Mr. Ajay and Mr. Phushkar collectively inform their groups that each of the floors is designed to complement the different offerings and brands. The etail zone of mall reflects edgier and energetic styles of casual and sports labels and an array of eauty services and lifestyle products. It also reflects the chic and sophisticated styles of international labels. Food Court and Entertainment zone features formal, casual and chill-out ining experiences as well as essentials that complete the shopper's lifestyle needs. Students sked number of questions about retail mix and Mr. Ajay and Mr. Pushkar satisfied the students destions.

fter that we allowed students to take glimpse of mall and students asked the question to the opkeepers of their selling strategies and requirement of products in the market etc. Students rchased numerous products and enjoyed a lot over there.

thanked Mr. Mahesh (Operation Head) Mr. Ajaj and Mr. Pushkar for giving access to mall giving valuable support to us. In their speech they told us that they aim at delighting tomers with the right brand mix and a wide range of services. It is the only premium shopping in Pune to have such a right zoning and right retail mix.

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All the students were very happy during the visit because they got knowledge of retail industry and marketing. There was a very good response from students. In all 70 students participated in the mall visit.

It was an intuitive visit and a great learning experience to understand the nuances and realities of the shop floor, which in itself is a rare exposure. Prof. Mahesh S. Phule, Mr. Sudhir K. Taware and Mrs. Amruta G. Bapat organized the visit and guided the students throughout the journey.

We express our special thanks to Dr. Chandrashekhar V. Murumkar Principal, for permitting to visit to Phoenix Market City, Pune and inspiring every time. We also thank to Dr. Ajit Telave for his kind support and valuable guidance.

Prof. Mahesh S. Phule

Coordinator