



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



**Entrepreneurship and Innovation Centre (EIC)**

*Organises*

**E-STORE**

**(Students Entrepreneur Stall)**



**Date: 7<sup>th</sup> April 2022 | Time: 10 AM**

**Venue: Food Court (Near College Entrance)**

*All are Welcome*



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## **Entrepreneurship and Innovation Centre**

**Academic Year 2021-22**

### **E-Store**

**Date:** 07/04/2022

**Name of the students:** Isha Khandelwal, Satakshi Kumari, Sunidhi Kumari, Kamal Meghani, Sagar Sharma

**Class:** VI semester students of BCA

#### **Type of E-Store:**

- 1) Headbands, scarfs, head ribbons, jewellery and scrunchies.

#### **Products sold:**

Headbands, scarfs, head ribbons, jewellery and scrunchies.

**Name and details of any external agencies/contacts involved:** Nil.

#### **Brief Write up on the Store:**

Entrepreneurship and Innovation Centre (EIC) helps them to showcase their entrepreneurial abilities to understand the needs and wants of the market and how to grab it through promotional activities which help them understand certain important aspects related to business like investment, marketing strategies, sales, and profit. E-Store gives a platform for the students to think, understand the customers, and then analyze the requirement of the customers as what they need and want. There was 1 stall put up this Thursday by the students on the college premises. The stalls got a remarkable response from their customers and earned a reasonable amount of profits which covered their costs. The profit by stallholders was ₹1200. Everything was conducted smoothly with the help of the faculty coordinators and the student coordinators and the students were happy with the returns they earned.

**Number of Customers** – 290 +

**Feedback received from the customers:** The feedbacks received by students from the stall were good. Students and faculty members loved the beautiful cupcakes and roses with free lucky draw coupons and other bakery items. They earned ₹1200 as profit from their business with an investment of ₹4000.

**Learning Outcome of the Entrepreneur:** The stocks of all the brownies and rolls were fully sold off and were much more demanded by students. The students were also happy to earn profit and sell the items they brought and received more orders to be delivered.

**Photos:**



**Url:**

**Report prepared by: Dr. Arti Singh**

**Report verified by: Prof. Madhusudanan R**

**Director**

**Entrepreneurship and Innovation Centre**

**Dr. Mathiyarasan. M**

**PARTICIPANT LIST**

**E-STORE-07/04/2022**

<b>S.NO.</b>	<b>NAME OF THE STUDENTS</b>	<b>REGISTRATION NO.</b>	<b>COURSE</b>	<b>SEMESTER</b>	<b>TIME</b>
<b>1.</b>	ISHA KHANDELWAL	19CS1A2132	BCA	VI-B	8:30-12:20
<b>2.</b>	SATAKSHI KUMARI	19CS1A2136	BCA	VI-B	8:30-12:20
<b>3.</b>	SUNIDHI KUMARI	19CS1A2140	BCA	VI-B	8:30-12:20
<b>4.</b>	KAMAL MEGHANI	19CS1A2135	BCA	VI-B	8:30-12:20
<b>5.</b>	SAGAR SHARMA	19CS1H2157	BCA	VI-B	8:30-12:20