



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

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

## **Entrepreneurship and Innovation Centre**

**Academic Year 2021-22**

### **E- Store Inauguration**

**Date: 28/10/2021**

**Name of the students:**

- 1) PRATYUSHA G., RICKY DAS, TIRUMALAREDDY NITISH REDDY, ISHA KHANDELWAL

**Class: V semester students of BCA & B.COM**

**Type of E- Store:**

- 1) Cakes, Pastries, Muffins, Donuts.
- 2) Flowers & Bouquet with lucky draw coupon's

**Products sold:**

- 1) Cakes, Pastries, Muffins, Donuts.
- 2) Flowers & Bouquet with lucky draw coupon's

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

**Brief Write up on the Store:**

E Store gives a platform for the students to think, understand the customers and then analyse the requirement of the customers as what they need and want. 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. 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 ₹1700. 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 – 300 +**

**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 ₹1700 as profit from their business with an investment of ₹8200.

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

**Photos:**



**Students are actively selling their products**



**Students are actively selling their products**

Url:

Report prepared by: Dr.Arti Singh

Report verified by: Madhusudhanan R

**Director**  
**Entrepreneurship and Innovation Centre**  
**Dr. Mathiyarasan M**

**PARTICIPANT LIST**

**E-STORE-28/10/2021**

<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>	PRATYUSHA G.	19CO6A9155	B.COM P4	V	1:00-5:00
<b>2.</b>	RICKY DAS	19CO6A9157	B.COM P4	V	1:00-5:00
<b>3.</b>	TIRUMALAREDDY NITISH REDDY	19CS2A1017	BCA-E	V	8:20-12:20
<b>4.</b>	ISHA KHANDELWAL	19CS1A2132	BCA-B	V	8:20-12:20