



# Kristu Jayanti College

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

## **Entrepreneurship and Innovation Centre**

**Academic Year 2019-20**

### **Report on E-Store**

**Date:** 12/12/2019

**Time:** 9:00 AM – 4:30 PM

**Name of the students:**

- 1) A Parna B. Dilip, Nathaniel Philip, Sneha Sindhuja..
- 2) Sidhi Agarwal, Geetha P, Rubeena, Avinash Sahu.

**Class:** II and IV semester students of B.Com, BCA, and BBA department

**Type of E- Store:**

- 1) Hand Made painting, Paper weights & Christmas cards.
- 2) Hand made Gift Item, Cards & Box

**Products sold:**

- 3) Hand Made painting, Paper weights & Christmas cards.
- 4) Hand made Gift Item, Cards & Box

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

**Brief Write up on the Store:** the young students of Kristu Jayanti College this week had E-Store as one of the activities initiated by the entrepreneurship and innovation centre of Kristu Jayanti College. With the help of this activity students get a great platform to showcase their entrepreneurial skills which helps them understand certain important aspects related to business like investment, marketing strategies, sales, and profit. There were 2 stalls put up this thursday by the students in the college premises. All the stalls got a remarkable response from their customers and earned a reasonable amount of profits which covered their costs. The investment by different stallholders was ₹1000, and ₹1300 with a profit of ₹1200, ₹1700, respectively. 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. Being the occasion of Christmas, the students were able to influence the students of the college to buy their goodies with

beautiful presentation of their products in their stalls. This just didn't encourage the students who had put up the stalls to showcase their entrepreneurial skills but also the other students who wish to do the same. It also gave them a slight idea of how a business work and most definitely encouraged them to take bigger steps in order to become successful entrepreneurs.

**Number of Customers: 350 +**

**Feedback received from the customers:** Students were really satisfied and were ready to go forward with their future plan of action as they were able to have an experiential learning The overall feedbacks received by students for their respective stall were brilliant. Students of the college loved all the Christmas goodies which were being sold and also the snacks items. They learnt and got a slight idea of the business world and claimed to have a great experience while putting up their own stalls.

**Learning Outcome of the Entrepreneur:** The students were able to clearly able to understand about their efforts and what were the areas they were lagging behind to grab the market, which were to focus more on marketing of their products and the customers satisfaction level and presentation of their products is a key aspect.

**Photos:**





**Students and Faculty members demanding for the customized product's being offered by students.**

**Report prepared by: Prof. Chandrakala M**

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





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A U T O N O M O U S Bengaluru

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## Entrepreneurship and Innovation Centre

Academic Year 2019-20

### Report on E-Store

**Date:** 19/12/2019

**Time:** 9:00 AM – 4:30 PM

**Name of the students:**

- 3) Karthigeyan. T, Darshitha. A. M., Sarah Deborah, Jude Keerthick
- 4) Saima Khan, Bidiya Acharya, Himanshu Manwani
- 5) P. Gokul, T. Nithish Reddy, Abhishek R.S
- 6) Nikhil Reddy, Nithasha. S. Ramesh, Narayanamurthy. R.

**Class:** II and IV semester students of B.Com, BCA, and BBA department

**Type of E- Store:**

- 5) Hot Dogs, Carrot Halwa, Burger, Gulabjamun, Sweet Payasam.
- 6) Cupcakes, Brownies, Cake Slices
- 7) Cookies, Cakes, Cupcakes
- 8) Brownies, Cupcakes

**Products sold:**

- 1) Brownies, Cupcakes, Cookies, Cakes, Cupcakes
- 2) Hot Dogs, Carrot Halwa, Burger, Gulabjamun, Sweet Payasam

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

**Brief Write up on the Store:** E-Store is one of the activities initiated by the entrepreneurship and innovation centre of Kristu Jayanti College. It provides a great platform for the students to showcase their entrepreneurial skills which helps them understand certain important aspects related to business like investment, marketing strategies, sales, and profit. There were 4 stalls put up this Thursday by the

students in the college premises. All the stalls got a remarkable response from their customers and earned a reasonable amount of profits which covered their costs. The investment by different stallholders was ₹1200, ₹400, ₹1000 and ₹1300 with a profit of ₹200, ₹1700, ₹1000 and ₹ respectively. 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. Being the occasion of Christmas, the students were able to influence the students of the college to buy their goodies with beautiful presentation of their products in their stalls. This just didn't encourage the students who had put up the stalls to showcase their entrepreneurial skills but also the other students who wish to do the same. It also gave them a slight idea of how a business work and most definitely encouraged them to take bigger steps in order to become successful entrepreneurs.

**Number of Customers: 400 +**

**Feedback received from the customers:** The feedbacks received by students for their respective stall were brilliant. Students of the college loved all the Christmas goodies which were being sold and also the snacks items. They learnt and got a slight idea of the business world and claimed to have a great experience while putting up their own stalls.

**Learning Outcome of the Entrepreneur:** The students will be able to sell themselves and their ideas. Students master oral and visual presentation skills and establish a foundation of confidence in the skills necessary to cause others to act. They understood that marketing and presentation is a key aspect to focus on.

**Photos:**





**Students showcasing their product for sale**

**Report prepared by: Prof. Chandrakala M**

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