



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

Entrepreneurship and Innovation Centre

Report on E- Store

Date: 25/09/18

❖ **Name of the student/s:**

- 1) Uday Kumar, Sathya Narayana, Priney Nirupama, Shakshi Pandey.
- 2) Monika D, Sangari Y, Alex BK, Arun Kumar K.
- 3) Ranjini R, Pooja N, Chaithra.A, Shalini Priyanka C.
- 4) Ramya K, Sowmya K, Navya S, Maria Sneha, Jennifer Reena, Yuvasty Y.

❖ **Class: III Sem B.com**

❖ **Type of E- Store:** 1) Clothing.

2) Food Stall.

3) Nail Art.

4) Handmade crafts.

❖ **Products sold:** 1) T-shirts, Kurtas, Sarees and Trousers.

2) Veg and Non Veg Biryani and Sweets.

3) Nail Polish and Nail Art Designs.

4) Photo Frames, Pen holders, Dairies etc.

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

Nil.

❖ **Brief Write up on the Store :**

All thanks to KJC e-cell for providing opportunity to the students of our college to set up a stage to bring out the entrepreneur within them. In all the stores a variety of items were displayed for sale. The response was marvelous since morning. All the stalls got a marvelous response from everyone. The student coordinators were very helpful in everything. All the stores were almost able to sell 90% of its products by the end of the day making a reasonable profit covering their costs. Everything went on smoothly and at the end of the day we were able to wound up and were happy about our outcome for the entire day's hard work.

We thank KJC and e-cell for giving the students this wonderful opportunity.

❖ **Number of Customers – 100 +**

- ❖ **Feedback received from the customers:** Really elegant and artistic stuff was available in the handmade craft store though things were bit expensive but they were worth the buyer. Food stall were really affordable and tasty. Nail art was appreciated a lot among all the girls.
- ❖ **Learning Outcome of the Entrepreneur:** Marketing and promotion to be done in advance to enhance the opportunity.
- ❖ **Photos : Inauguration by Father Emanuel PJ**



❖ **Different Stalls of Clothing, Food Stall, Nail Art, Handmade crafts.**



Report Prepared by: Prof. Steffi Joan

Verified by: Dr. Arti Singh