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### **Report of the IIC Program**

1. Title of the event : “E-Commerce Strategies For Startups: Navigating Online Markets”
2. Quarter in which activity conducted : Q3 and Q4
3. Category of the activity : Self Driven
4. Program Type (Level and event type- refer Level Description Sheet) : Level 1- Expert Talk
5. Program Theme : Entrepreneurship & Startups
6. Date &Time : 31<sup>st</sup> July 2024
7. Duration (in hours) : 2hrs
8. No of Student Participants : 120
9. No of Faculty Participants : 3
10. No of External Participants (if any) : Nil
11. Expenditure incurred (if any) :
12. Mode of Delivery : Offline
13. Any other remarks : -

#### **14. Objectives of the Activity (In100words):**

- The main objective of this activity is it encompasses developing a comprehensive business plan covering the opportunity identification, value proposition, target market segmentation, business and revenue model, marketing and sales strategy, operations plan, management team requirements, financial projections, and risk management for an e-commerce startup in India.
- It aims to provide a blueprint for aspiring entrepreneurs looking to launch and grow successful e-commerce ventures in India.
- To learn strategies to build a successful and effective e-commerce business that helps in the long term in achieving goals and sales.

### **15. Benefits in terms of learning/Skill/Knowledge obtained:**

- Increased Reach and Customer Base- Through e-commerce marketing, businesses can reach potential customers from anywhere in the world. This reach can be achieved through social media, email, pay-per-click advertising, and search engine optimization (SEO). By reaching a wider audience, startups can grow their customer base and increase sales.
- Lower Costs and High Profits Margins- E-commerce marketing strategies can help startups save money by reducing the cost of marketing and advertising. Businesses can increase their profit margins by reducing marketing costs and reinvesting those savings into other business areas.
- Real-Time Performance Tracking- E-commerce marketing strategies provide businesses with real-time data on the performance of their marketing campaigns. This real-time data allows businesses to make informed decisions about their marketing strategies and adjust their approach based on the results

### **16. Web Links:**

- Twitter-  
[https://x.com/MRCET\\_official/status/1819037628886614317?t=oElXh\\_bFm8Pw1Qize8vDjQ&s=08](https://x.com/MRCET_official/status/1819037628886614317?t=oElXh_bFm8Pw1Qize8vDjQ&s=08)
- Facebook—<https://www.facebook.com/share/p/RKpJZzx8YhhKVrfd/?mibextid=WUal2a>
- Instagram—<https://www.instagram.com/p/C-Hpf81JJUy/?igsh=bmhsanQyanRsdWI4>

**Signature of IIC Coordinator**

**Signature of HOD**

**Signature of IIC President**



**MRCET CAMPUS**  
UGC AUTONOMOUS INSTITUTION

**Department of Information Technology**  
In Association with MRCET R&D CELL

**ORGANIZES EXPERT TALK ON**  
**E-commerce Strategies for Startups**  
**Navigating Online Markets**

**Resource Person:**  
Dr. A. LAKSHMAN  
Associate Professor

**Venue:**  
IT SEMINAR HALL

**DR. S. SRINIVASA RAO**  
Principal

**DR. T. VIJAY**  
Dean, Studies

**DR. G. SHARADA**  
HOD-IT

**P. SWAMY**  
IIC COORDINATOR

