



**SSR**  
INSTITUTE OF  
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## **Marketing Sparklez Visit – 7<sup>th</sup> Feb. 2018**

### **S MART, Silvassa**

**Coordinating Faculty: Dr. Rajesh K. Pandey**

**SSR IMR Marketing Specialisation students** experienced a Retail Store visit at Silvassa on 7<sup>th</sup> Feb. 2018 as part of their Retail Marketing subject. **Mr. Snehal Rana**, owner, **S Mart**, Silvassa was generous to grant the permission for the visit. The students had a good 2 hours



exposure to the real life demonstration of Retail activities. Massive take away was pertaining to the practical knowledge on Retail outlet layout designing and Retail planning. A brief discussion on challenges to Retail & supplier management was held and students experienced every desired support from the visit coordinator at S MART. Such and many more activities will be the motto of SSR IMR towards shaping the career of its students.



The visiting team with the owner Mr. Snehal Rana at S Mart, Silvassa