



SSR
INSTITUTE OF
MANAGEMENT & RESEARCH

Empower Yourself @ IMR

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Marketing Sparklez Visit - 2019

S MART, Silvassa

Coordinating Faculty: Dr. Rajesh K. Pandey

SSR IMR Marketing Specialisation students experienced a Retail Store visit at Silvassa on 6th Feb. 2019 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 IMR visiting team with the owner Mr. Snehal Rana at S Mart, Silvassa

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