



SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

Empower Yourself @ IMR

NAAC Accreditation with Grade "B+"

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD

Approved by AICTE & Permanently Affiliated to Savitribai Phule Pune University, Pune

Phone: 0260 2681114, director@ssrimr.edu.in, www.ssrimr.edu.in

Marketing Sparklez Visit - 2022

S MART, Silvassa

Coordinating Faculty: Dr. Rajesh K. Pandey

SSR IMR Marketing Sparklez, the Marketing Specialization students experienced a Retail Store visit at Silvassa on 28th May 2022 as part of their 412 MKT - Retail Marketing Course. Mr. Snehal Rana, owner, S Mart, Silvassa & our MoU Partner was generous to grant the permission for the visit. The students had a good 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