

A
REPORT ON

**Workshop “On Effective Sales & Marketing Strategies For
Entrepreneurs & Startups”**



HELD ON

25th FEBRUARY 2025

ORGANIZED

BY

DEPARTMENT OF MBA AND RESEARCH CENTRE

IN ASSOCIATION WITH INSTITUTION'S INNOVATION COUNCIL

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

#15, Near Vajarahalli, Mallasandra,

Kanakapura Road, Bengaluru-560109



K. S. GROUP OF INSTITUTIONS

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Approved by AICTE, New Delhi; Affiliated to VTU, Belagavi, Karnataka, Accredited by NAAC



KSSEM
MBA

DEPARTMENT OF MBA & RESEARCH CENTRE

Presents

WORKSHOP

on

EFFECTIVE SALES AND MARKETING STRATEGIES

for

ENTREPRENEURS AND STARTUPS

Dr. Sucheta Aggarwal



Founder of Kids Space Academy and NTT center

- Date: 25 February, 2025**
- Time: 10:30 am - 12:30 pm**
- Venue: Kssa Seminar Hall Kssem**

Prof. MANJUNATHA S
HOD-MBA

Dr. SWAMY D R
DIRECTOR MBA

Dr. K. RAMA NARASIMHA
PRINCIPAL

Title of the Event : Workshop “On Effective Sales & Marketing Strategies For Entrepreneurs & Startups”

Introduction:

The Department of MBA & Research Centre, KS School of Engineering and Management organized

Workshop “On Effective Sales & Marketing Strategies For Entrepreneurs & Startups” on **25th February 2025** for 1st & 3rd semester MBA students in offline mode. The workshop was delivered by **Dr. Sucheta Aggarwal, Founder of Kids Space Academy & NTT Center.**

The workshop titled “On Effective Sales & Marketing Strategies for Entrepreneurs & Startups” was designed to equip entrepreneurs and startup founders with the essential tools and knowledge required to craft successful sales and marketing strategies in today’s competitive landscape. As startups often face unique challenges in establishing their brand presence and attracting customers, this session aimed to provide practical insights into how small businesses can leverage effective sales and marketing techniques to drive growth and increase visibility.

The session covered a wide range of topics critical to the success of new ventures, including identifying target audiences, understanding customer needs, and developing compelling value propositions. It also explored the importance of building brand awareness, creating digital marketing campaigns, and optimizing sales funnels. Additionally, the workshop highlighted the role of social media, content marketing, and data analytics in shaping strategies that resonate with consumers and lead to measurable results.

Objectives of the Session:

- To understand the essentials of creating a strong sales strategy tailored for startups.
- To explore practical digital marketing tools and techniques that maximize business reach.
- To learn how to build brand awareness and customer loyalty on a budget.
- To discuss real-world examples of successful marketing and sales campaigns for startups.

Expected Outcomes of the Session:

- Gain practical insights into building a customer-centric sales approach.

- Learn how to effectively use digital marketing to grow your business.
- Develop strategies for improving brand visibility without high costs.
- Equip yourself with actionable tactics to drive growth in the early stages of your startup.



Welcoming Dr. Sucheta Aggarwal with the Sapling



Dr. Sucheta Aggarwal briefing about Marketing Strategies



Dr. Sucheta Aggarwal interacting with students



Group Photo with Resource Person

Social Media Links	
Instagram	https://www.instagram.com/p/DFu-98_SbEJ/?igsh=MXR2dWVkaDc3YmZ2Ng==

S. No	Particulars	Details
1	Name of the resource person	Dr. Sucheta Aggarwal
2	Designation	Founder of Kids Space Academy & NTT Center
3	Contact Details - Mobile	9986048567
4	Date of event(If more than 1 day, mention from and to date)	25-2-2025
5	Duration in mins	10:30am – 12:30 Pm (120 mins)
6	Number of student participations	110
7	Number of faculty participations	4


Signature of Co-ordinator


Signature of Department Head
Professor & HOD-MBA,
K.S School of Engineering & management
#15, Mallasandra, Off. Kanakapura Road
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109