

A summary report on the visit of
SHREE HARI ENTREPRISE
To
The Department of Management
Noble Group of Institutions – Junagadh, Gujarat, INDIA

Date: 18.09.2010

The students of MBA semester III and semester I got an opportunity to have an interactive session with the Industry Expert Mr. Niraj Tanwar (MBA) deputed by the owner Mr. Gaurang Kamani (Civil Engineer) from SHREE HARI ENTREPRISE: Seychelles-Mauritius-Rajkot, having business networks spread over in more than 24 countries.

The discussion started with defining the GOAL of an organization to sustain and survive in the cut throat competition in the market which focused on:

- Determining the demand for the product or service of the organization.
- The competitors in the markets.
- The segments of consumer which company targets.
- The Finance, H.R., as well as Infrastructural resources required for the Organization.
- Limitations of the organization were also analyzed.

The discussion continued with defining the marketing strategies and marketing plan required to be designed by the organization to achieve their targeted sales and hence achieve profit objective.

The second phase of the discussion threw light on goal, vision as well as the working policies of SHREE HARI ENTREPRISE.

The product strategy of the company is – To diversify the product portfolio at the same time all managed under one roof.

The secret for the company's success is its exclusive and patented products, R & D as its backbone, efficient management and vast network.

The features, pricing as well as the uniqueness of the following products were discussed.

1. Ceiling products: skylight
2. Renewable resources
3. Decorative and furnishing items.
4. Green retrofits.
5. Electronics and computers.
6. Building and construction.

The final assignment for the students from the Expert was to prepare an analytical coverage on the following Problem Statement:

“What should be the best strategy to cover up all India to get maximum benefit & quick response?”

The students are required to formulate the strategy as an answer to the above question with the help of following tools:

1. SWOT Analysis.
2. Marketing Plan.
3. Market Research.
4. Industry & Product Segmentation.
5. Targeting & Positioning of the product, etc.

Finally it ended up with a strong interactive session with the expert, providing the students with a vision & goal towards their career.

Professor Ved Vyas Dwivedi
Director & Principal

Ms. Shweta Kotecha
HOD
Department of Management