



Corporate Promotions and Channel Management for Modern as well as Conventional Retailing - A Live Project

-For of Market Leader in 'Soap' category in South India, Jan.-Feb. 2010

1. Corporate Promotions through Distributor-led promotional campaigns at the cafeteria of leading IT majors.
2. Valentine's Day promotional campaign at select modern retail outlets viz. Bangalore Central, Big Bazaar, Total Mall for the newly acquired personal care brands viz. Yardley and Enchanteur in association with one of the leading FM Radio channels; inventory management, warehousing, receiving indents, ensuring delivery for the event.
3. Channel Management for Modern & Traditional/ Conventional retailing involving management of promoters (floor level sales/ customer sales executives) at the modern outlets, monitoring line sales representatives, framing reporting structure for distributors representatives, and associated activities.

Who guided and mentored BuSiBeeS at WCCLL? What did they get to learn under one of the most aggressive category heads driving sales of few product categories in the Rs. 2000 crore plus enterprise? How closer did they get to the world of FMCG business through this live project? Get to know straight from the horses' mouths as you interact with BSBS students...