

Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE KOLHAPUR
Department of Commerce

NOTICE



Date: 24th July, 2018.

All the students of B. Com. III (B) are hereby informed that the activity on "Strategic Management" will organize by Department of Commerce on 26th July, 2018 at 9:15 am. in room no. 32. This activity based on how to make strategies on different problems. Hence, interested students should remain with preparation and in time

For more details contact Miss. M. M. Purohit.

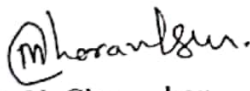
Dr. M. V. Charankar
(HOD of Commerce)


Principal


REPORT ON STRATEGIC MANAGEMENT



Name of the College : Vivekanand College, Kollhapur.
Department : Department of Commerce
Subject : Modern Management Practices (Paper - I)
Class and Division : B. Com. III (B)
Day and Date : Thursday 26th July, 2018.
Name of Subject Teacher : Miss. Mayakumari Madanlal Purohit
Name of the Activity : Strategic Management
Objective of the Activity : This activity leads to increase thinking level, proper planning, take appropriate decisions and make strategy regarding practical issues among commerce and management.
No. of Present Students : 32 students
Activity Details : Prepared two cases for the purpose of better understanding of strategic management i.e. Improve Recall Value of Baidyanath and Remove Stress of the Employees. These two cases given to the students and with the help of 'Brain Storming Method', solved issues related to these two cases.


Dr. M. V. Charankar
(Head of the Department)


Miss. M. M. Purohit
(Subject Teacher)


Dr. S. Y. Hongekar
(Principal)

Vivekanand College, Kolhapur



Department of Commerce

B. Com. III - Modern Management Practices

Event Name: Strategic Management

Date: 26th July, 2018

Sr. No.	Name of the Student	Signature
1.	Umaravati J Patil	Umaravati Patil
2.	Prithviraj Milind Salokhe	Prithviraj Salokhe
3.	Mubina Amit Kalavant	M. A. Kalavant
4.	Vishuv Sunilkumar Kumble	Vishuv Kumble
5.	Jainee A Patel	J. Patel
6.	Akhavahi Duni Kallote	
7.	Priyanka .M. Purohit	Priyanka
8.	Prathmesh Tanaji Shinde	
9.	Prasanna Thakkar	Prasanna
10.	Jana B Maner	J. Maner
11.	Pratiksha A Patil	Pratiksha
12.	Maheshwari Madan Chougale	
13.	Nikita Pandurang Kumble	Nikita
14.	Kumbhar Ritika Sahadev	Ritika
15.	Miss. Anuja Mohan Shete	
16.	Jadhav Rushikesh Sanjay	
17.	Sumit N Surami	Sumit
18.	Vaibhavi D Sawant	
19.	Payal S Shah	Payal Shah
20.	Bijwani Pooja Suhil	P. Bijwani
21.	Subyagat Desai	Subyagat



22.	Pousadha B Patil	Anesh Patil
23.	Aishwarya R Madam	Anvitha
24.	Deepaxmi J shinde	D. J. Shinde
25.	Rajjat R. chougale	Rajjat chougale
26.	Shivani R shingade	(Rajjat chougale)
27.	Rutuja S Badakar	
28.	Pratiksha Nandkumar Jadhav	
29.	Manali sanjay Pawar	MSPawar
30.	Kanitik S Mali	
31.	Manali Patil	M Patil
32.	Adinath B. Bazele	Bazele
33.		
34.		
35.		
36.		
37.		
38.		
39.		
40.		





STRATEGIC MANAGEMENT

Name of the Student : Umasavati J. Patil
 Class and Division : B. Com. III (B)
 Subject : Modern Management Practices
 Name of Subject Teacher : Miss. M. M. Purohit
 Date : 26th July, 2018.
 Case : Improve Recall Value of Baidyanath

In Indian market Aayurvedic products are very famous. Many companies are working for produce such type of products like Patanjali, Himalaya and Baidyanath etc. Now we focus on growth rate and brand recall value of Patanjali and Baidyanath. There is difference between brand recall values of these two companies. Recall value of Patanjali is very high as compare to Baidyanath.

Name	Baidyanath	Patanjali
Working Years	101 years	12 years
Patent Products	750 products	350 products
Turnover	Rs. 700 crores	10,500 crores.
Growth Rate	Low	High

We see here Patanjali are more successful than Baidyanath. If suppose you are general manager of Baidyanath, then what will be your strategy for becoming successful to Baidyanath.

Strategy:

① Improve promotion policy:-

As Baidyanath is in market from last 101 years young generation or youngsters may be not familiar with Baidyanath's products. So Co. has to take care that its product will reach to ~~every~~ all age groups. Due to advanced technology various ways are available for advertisement or promotion so company has to use those devices

② Give preference to all age group:-

In society there are people of distⁿ age Co. has to produce product for all those age group for eg in case of Patanjali. they produce jeans like that Baidyanath also invent more products which got attraction or demand from all age group

③ Quality is more important than quantity

According to above data Baidyanath has 750 products & Patanjali has ^{only} 350 products but quality is of Patanjali is more demandable than Baidyanath. So Co. has to improve or do

STRATEGIC MANAGEMENT



Name of the Student : Prithviraj Milind Salokhe
Class and Division : B. Com. III (B)
Subject : Modern Management Practices
Name of Subject Teacher : Miss. M. M. Purohit
Date : 26th July, 2018.
Case : Improve Recall Value of Baidyanath

In Indian market Aayurvedic products are very famous. Many companies are working for produce such type of products like Patanjali, Himalaya and Baidyanath etc. Now we focus on growth rate and brand recall value of Patanjali and Baidyanath. There is difference between brand recall values of these two companies. Recall value of Patanjali is very high as compare to Baidyanath.

Name	Baidyanath	Patanjali
Working Years	101 years	12 years
Patent Products	750 products	350 products
Turnover	Rs. 700 crores	10,500 crores.
Growth Rate	Low	High

We see here Patanjali are more successful than Baidyanath. If suppose you are general manager of Baidyanath, then what will be your strategy for becoming successful to Baidyanath.

Strategy:

① Focus on daily required products:

As we have seen of Patanjali, it manufactures daily required products like soap, paste, shampoo, maggi, etc with other medical products like adusa, Gork, etc.

But, Baidyanath only manufactures medical products like awwakap, shankhapurpi, etc. and not daily required products.

Thus, Baidyanath should produce daily products to increase market.

② Offer Franchise:

We are so concerned with today's scenario. Almost 2 franchise of Patanjali,

(P.T.O.)