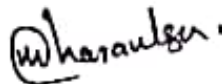


## REPORT ON STRATEGIC MANAGEMENT

**Name of the College** : Vivekanand College, Kolhapur.  
**Department** : Department of Commerce  
**Subject** : Modern Management Practices (Paper - I)  
**Class and Division** : B. Com. III (B)  
**Day and Date** : Friday, 12<sup>th</sup> July, 2019  
**Name of Subject Teacher** : Miss. Mayakumari Madanlal Purohit  
**Name of the Activity** : Improve Recall Value of Baidyanath  
**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** : 37 students  
**Activity Details** : The Case is given to the students is about the Patanjali and Baidhyanath this two are well known Ayurvedi Manufacturer Ltd. Baidhyanath is working from more than 100 years and Patanjali is working from last 13 years. The growth and turnover of Patanjali is more than the Baidhyanath. If you are manager of the Baidhyanath then for improve recall value of Baidhyanath wick strategies you planned. This task is given to the students and 37 students suggested various strategies regards improve recall value of Baidhyanath.



**Dr. M. V. Charankar**

**(Head of the Department)**



**Miss. M. M. Purohit**

**(Subject Teacher)**



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

**NOTICE**

Date: 8<sup>th</sup> July, 2019.

All the students of B. Com. III (B) are hereby informed that the activity on "Strategic Management" will organize by Department of Commerce on 12<sup>th</sup> July, 2019 at 8:15 am. in room no. 32. This activity based on how to make strategies on different problems. Hence, students should remain with preparation and in time.

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



  
PRINCIPAL  
Vivekanand College  
Kolhapur.

# VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR

## DEPARTMENT OF COMMERCE

### Attendance Sheet

Subject : Modern Management Practices

Class: B. Com. III Division: B Date: 12/07/2019

Name of Activity: Improve Recall value of  
Baidyanath.

Sr. No.	Name of the Student	Signature
1.	Praktan Trivedi	<u>Praktan</u>
2.	Madhuk Gadur	<u>mgadur</u>
3.	Sakshi Shah.	<u>SS</u>
4.	Rutuja Galatage	<u>R.A. Galatage</u>
5.	Siddhi Gavali	<u>SI</u>
6.	Sayali Donsare	<u>Sayali</u>
7.	Sujata Babani/Bhumkar	<u>Sujata</u>
8.	Tejaswini Lalaso Kalokhe	<u>Tejaswini</u>
9.	Swapnali Krishnat Kumbhar	<u>SK</u>
10.	Shweta Krushnat Shinde	<u>Shinde</u>
11.	Trupti Shunkar Surje	<u>T.S. Surje</u>
12.	Sarita-Divakar-Prabhu	<u>Sarita</u>
13.	Pooja Sopan Nirgude.	<u>P.Nirgude</u>
14.	Minal Mahadev Salay.	<u>M.Salay</u>
15.	Vaishnavi Deelip Potdar	<u>V.Potdar</u>
16.	Vina Rajendra Lonkar	<u>V.Lonkar</u>



Sr. No.	Name of the Student	Signature
17.	Disha Ravindra Kambale	
18.	Gheweta Anunkumar More	
19.	Saloni Suryakant Dangare	S.S. Dangare
20.	Aaravasi Anil Jagdale	
21.	Rutuja Balaso Dalavi	
22.	Sneha Sudhir Kambale	
23.	Pratiksha Anil Daddikar	
24.	Pratiksha Suresh Kondkare	
25.	Shivani Mahadev Kurade	
26.	Atul Maruti Champu	
27.	Ganesh Shahaji Rajane	
28.	Kunal Suresh Shirke	
29.	Patil Shubham Prakash	
30.	Vijay Kishorak Kadam	
31.	Pratik Popat Shete	
32.	Mayur Shivanand Galundage	
33.	Aditya R. Mohite	
34.	Vishal. S. Patil	
35.	<del>Aniket</del> ~~~~~	
35.	Nikhil. A. Kumbhar.	
36.	Yogesh. S. Kumbhar	
37.	Swagat. S. Bumburkar.	



(Miss. M. M. Purohit)



## STRATEGIC MANAGEMENT

Name of the Student : Rutuja Ravindra Patil  
Class and Division : B. Com. III (English Medium)  
Subject : Modern Management Practices  
Name of Subject Teacher : Miss. M. M. Purohit  
Date : 12<sup>th</sup> July, 2019.  
Case : Improve Recall Value of Baidyanath

In Indian market Ayurvedic 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 Product quality :- To provide new technical knowledge to employees it helps to improve product quality to change the process of production.
- ② Effective advertisement to product :- Effective advertisement it helps to increase product quality. If create effective advertise customers purchase more product.
- ③ Good Relation with Customers :- If producers create good relation with customers, it can helps to increase product quality.
- ④ Provide offers :- Producers provide more offers related to his product to the customers.
- ⑤ Proper utilization of resources :- To use proper utilisation of resources it can helps to increase production & its helps to improve quality of products.



(Student Signature Purajit)

## STRATEGIC MANAGEMENT

Name of the Student : Disha Ravindra Kambale.....  
Class and Division : B. Com. III (English Medium)  
Subject : Modern Management Practices  
Name of Subject Teacher : Miss. M. M. Purohit  
Date : 12<sup>th</sup> July, 2019.  
Case : Improve Recall Value of Baidyanath

In Indian market Ayurvedic 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.

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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) Talk to your current customers :- Talking to your current customers, understanding what your product is about and what good your product is.
- 2) Talk to your failed customers :- Talking to your failed customers, understanding what your product is about & what good your product is.
- 3) Bundle your product & services :- Provide good service to customers by providing information to your customers.
- 4) ASK FOR REFERRALS & your current customers are also a good asset because they can provide you with client referrals
- 5) Have a limited-time sale or promotion
- 6) Listen to your prospects
- 7) USE social media & content marketing to your advantage :- If you have even a small following on twitter or facebook, using social media is a great way to build your brand & generate potential leads.
- 8) understand your competition.

(Student Signature Pank)





# STRATEGIC MANAGEMENT

Name of the Student : Jagdale, Aasavati, Anil  
Class and Division : B. Com. III (English Medium)  
Subject : Modern Management Practices  
Name of Subject Teacher : Miss. M. M. Purohit  
Date : 12<sup>th</sup> July, 2019.  
Case : Improve Recall Value of Baidyanath

In Indian market Ayurvedic 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:

- ..... Strategic management is difference between  
..... thinking and action..... Find out the reason why failure.....  
..... Baidyanath compare to patanjali.....
- 1) Identify & solve the customer need.....
  - 2) Improve customer service.....
  - 3) Make reasonable rate.....
  - 4) Try to better offer to customer.....
  - 5) Improve quality of product better than competitor.....
  - 6) Make advertisement.....
  - 7) Make available product on online shopping. For ex. - Flipkart.....
  - 8) New innovations.....
  - 9) Marketing & production survey.....
  - 10) Improve employees skill & marketing knowledge with.....  
..... training.....
  - 11) Find out who your competitors and his weakness.....
  - 12) Target new market.....
  - 13) selling into more markets can increase your customer.....
  - 14) Ideological strategy are collective thinking of all.....  
..... members of the organisation.....



(Student Signature Anil)  
Aasavati Jagdale.