

Ref: ICSII-SSIP04/FEB25/05

Date: February 14, 2025

Event Report

Event: Strategies for e-Commerce StartUps

Type: Seminar

Time: 3:00 PM – 4:00 PM

Venue: Seminar Hall, Indus University

Speakers:

Prof. Mansi Mehta, Asst. Professor, Indus University

Prof. Shaswat Padalia, Asst. Dean R&D, Indus University

Total Participants: 83

Overview

The seminar “**Strategies for e-Commerce StartUps**” was organized to equip emerging entrepreneurs with practical insights into building and scaling e-commerce ventures. Led by **Prof. Mansi Mehta** and **Prof. Shaswat Padalia**, the session focused on market dynamics, customer acquisition, and digital optimization—critical factors for success in the competitive e-commerce landscape.

Key Highlights

- **Understanding the e-Commerce Landscape**
 - Overview of current industry trends and consumer behavior patterns
 - Discussion on niche markets and product differentiation
- **Building a Strong Online Presence**
 - Website optimization, UI/UX essentials, and seamless checkout experiences
 - Importance of trust-building elements such as reviews, security badges, and transparent policies
- **Digital Marketing for e-Commerce**
 - Effective social media strategies, SEO basics, and paid ads
 - Leveraging influencer partnerships and user-generated content
- **Logistics & Fulfillment Strategy**
 - Inventory management models: in-house, dropshipping, hybrid
 - Ensuring timely delivery and customer satisfaction

- **Customer Retention Techniques**
 - Loyalty programs, personalized communication, and after-sales support
 - Using analytics to track customer behavior and improve engagement
- **SSIP & ICSII Support for e-Commerce Startups**
 - How student founders can utilize grants, mentoring, and prototype support
 - Opportunities for scaling through incubation pathways

Outcomes

- Participants gained a clear roadmap for launching and scaling e-commerce startups
- Improved understanding of digital strategies and customer-centric business models
- Several attendees requested further sessions for marketplace onboarding and brand building

Conclusion

This seminar provided actionable strategies to help young founders navigate the fast-evolving e-commerce sector. With practical frameworks and real-world insights, the session empowered participants to refine their startup ideas and align them with market demands.

Organized by: ICSII, Indus University

Duration: 1 Hour

Mode: Offline Seminar

