



# **Shri S'ad Vidya Mandal Institute of Technology**

College Road, College Campus, Bharuch-392001, Gujarat, India

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## **INSTITUTION'S INNOVATION COUNCIL (IIC 8.0)**

### **Quarter –II Activity Report** **Academic Year 2025-26**

### **Effective Sales & Marketing Strategies for Start-Ups**

**Date: 06.02.2026**

**Venue: Electrical Seminar Hall**

**Organized By:**

**Prof. Jignasa Patel**

**Prof. Aesha Mehta**

## 1. Basic Details

Activity Name	Seminar
Theme / Thrust Area	Sales & Marketing Strategies for start - ups
Type of Activity (IIC-Driven / Self-Driven / MIC-Driven / Celebration)	Celebration
Mode (Online / Offline / Hybrid)	Offline
Date / Time	06.02.2026, 9:00 am onwards
Venue / Platform	Offline
Organising Department / Committee	Innovation
Number of Participants (Students / Faculty / External)	43
Expenditure (if any)	Nil
Social Media / Publicity Links / Video Link	

## 2. Objectives

Objective 1: To equip start-up founders and early-stage teams

Objective 2: To help participants understand the fundamentals of building a strong go-to-market strategy

Objective 3: Build and implement an effective sales strategy

## 2. Summary / Description of the Activity

The “**Effective Sales & Marketing Strategies for Start-Ups**” seminar is designed to equip aspiring entrepreneurs and early-stage founders with practical knowledge and tools to grow their businesses in competitive markets. The session focuses on building strong sales and marketing foundations by helping participants understand customer needs, develop compelling value propositions, and implement cost-effective strategies.

Through interactive discussions, real-world examples, and actionable frameworks, participants will learn how to attract, convert, and retain customers while maximizing limited resources. The seminar also highlights common challenges faced by start-ups and provides proven approaches to overcome them, enabling participants to create a clear and measurable sales and marketing plan that supports sustainable business growth.

### **3. Key Outcomes / Learnings:**

- 1. Be able to identify and target the right customers**  
Apply market segmentation and customer profiling to reach high-potential audiences.
- 2. Develop a strong and differentiated value proposition**  
Communicate their product or service benefits clearly and persuasively.
- 3. Apply cost-effective marketing strategies**  
Select appropriate digital and offline channels that deliver maximum impact with limited budgets.
- 4. Build a practical sales approach**  
Create simple sales funnels, improve lead conversion, and strengthen customer relationships.
- 5. Use basic metrics to measure performance**  
Track key sales and marketing indicators to evaluate effectiveness and guide decisions.
- 6. Avoid common start-up sales and marketing pitfalls**  
Recognize frequent mistakes and apply best practices to reduce risk.
- 7. Create an actionable sales and marketing plan**  
Leave with a structured plan that can be implemented immediately in their own start-ups.

### **4. Benefit / Impact**

Improved **business readiness** Participants gain the confidence and clarity needed to launch and grow their start-ups with structured sales and marketing approaches.

- ❑ Enhanced **decision-making skills** Founders learn to make data-driven marketing and sales decisions, reducing guesswork and wasted resources.
- ❑ Stronger **market positioning** Start-ups are better able to differentiate their products or services and communicate value effectively to customers.
- ❑ Increased **customer acquisition and retention** Practical strategies help participants attract the right customers and build long-term relationships.
- ❑ Cost **efficiency and better resource utilization** Participants learn how to maximize impact while working within limited start-up budgets.

## 5. Challenges / Issues (if any)

Challenge 1: None

## 6. Photos / Images





# 8. Annexures / Attachments

SHRI S'AD VIDYA MANDAL INSTITUTE OF TECHNOLOGY  
BHARUCH  
INSTITUTION'S INNOVATION COUNCIL 8.0  
Academic Year 2025-26  
Attendance Sheet  
Entrepreneurship Awareness Drive  
Date: 5<sup>th</sup> & 6<sup>th</sup> February -2026  
Students Semester & Branch: BE II & III 4<sup>th</sup> and 6<sup>th</sup> Sem  
CSE/IT/Chemical

Effective sales & marketing strategies for start-up.  
No. of Students:  
06/02/26

Sr.NO	Enrollment Number	Name	Signature
1	230450131013	Nishin Chavara	[Signature]
2	230450131014	Ravindra Wazhyan	[Signature]
3	230450131045	Rupa Dasabha	[Signature]
4	230450131050	Pavithra Kaveriya	[Signature]
5	240450131078	Bhaskar Vishwakarma	[Signature]
6	240450131086	Pooja Patil	[Signature]
7	240450131087	Vidhika Mehta	[Signature]
8	240450131088	Pooja Mehta	[Signature]
9	240450131089	Kundan Thakur	[Signature]
10	240450131090	Pratik Patil	[Signature]
11	240450131091	Sayed Ali Mahin S	[Signature]
12	240450131092	Pratik Patil	[Signature]
13	240450131093	Pratik Patil	[Signature]
14	240450131094	Pratik Patil	[Signature]
15	240450131095	Pratik Patil	[Signature]
16	240450131096	Pratik Patil	[Signature]
17	240450131097	Pratik Patil	[Signature]
18	240450131098	Pratik Patil	[Signature]
19	240450131099	Pratik Patil	[Signature]
20	240450131100	Pratik Patil	[Signature]
21	240450131101	Pratik Patil	[Signature]
22	240450131102	Pratik Patil	[Signature]
23	240450131103	Pratik Patil	[Signature]

Signature of Activity Coordinator :

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CSE/IT/Chemical

No. of Students:

Sr.NO	Enrollment Number	Name	Signature
24	240450131104	Pratik Patil	[Signature]
25	240450131105	Pratik Patil	[Signature]
26	240450131106	Pratik Patil	[Signature]
27	240450131107	Pratik Patil	[Signature]
28	240450131108	Pratik Patil	[Signature]
29	240450131109	Pratik Patil	[Signature]
30	240450131110	Pratik Patil	[Signature]
31	240450131111	Pratik Patil	[Signature]
32	240450131112	Pratik Patil	[Signature]
33	240450131113	Pratik Patil	[Signature]
34	240450131114	Pratik Patil	[Signature]
35	240450131115	Pratik Patil	[Signature]
36	240450131116	Pratik Patil	[Signature]
37	240450131117	Pratik Patil	[Signature]
38	240450131118	Pratik Patil	[Signature]
39	240450131119	Pratik Patil	[Signature]
40	240450131120	Pratik Patil	[Signature]
41	240450131121	Pratik Patil	[Signature]
42	240450131122	Pratik Patil	[Signature]

Signature of Activity Coordinator :

## **8. Declaration / Approval**

Signature & Name of President/Convener \_\_\_\_\_

Date: \_\_\_\_\_