



Sandip Foundation's
SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE
Department of Management Studies (MBA)

Entrepreneurship Development Cell
Activity – Entrepreneurship Program
Guest: Mr. Hemant Rathi

Chairman and Director , Empire Food & Spices Ltd.

Date: 18th Sept. 2014

Topic: Success Story of Rambandhu Masala

Interacted & shared his success story with MBA-I & MBA-II.

Objective-

1. To know the steps for settling business.
2. To know the risk factor while settling business.
3. To Know the product decision procedure
4. To understand how to achieve targets.
5. To understand the work in competitive world
6. To understand advertising strategy





Outcome

1. Students know how to start business
2. Students understand difficulties while starting the business
3. Students understand the product selection for starting business.
4. Students understand the marketing strategy of Rambhandhu Masalewale.
5. Student understand the advertising style of Rambhandhu Masalewale.