

# EXPERIENTIAL LEARNING

Organized by **Retail Management (2nd sem)**

DATE: **24<sup>th</sup> March 2022**

VENUE: **M BAAZAR (Diamond Harbour)**

Entire visit was organized by **Dr. Sweta Rani** (Academic Incharge).

**Mrs. Paramita Dhar Chakrabarti** accompanied with students during the visit.

Students were assigned for various retail operation functions by Dr. Sweta Rani.

STUDENTS NAME	RETAIL OPERATION FUNCTION
KOUSTAV CHARAN	CHANNEL OF COMMUNICATION
NIKITA KUMARI	BREAKING BULK
SHYAM SUNDAR CHAKARABORTY & RAUNAK HALDER	MERCHANDISING
CHHERING DREMA THONGON	SORTING
SAAD ANWAR	HOLDING STOCK
GOURAV MONDAL	TRANSPORT & ADVERTISING

Entire visit was based upon specific functions which are mentioned above.

Experiential Learning Project Report is expected to submit within 3 to 4 days by the students.

## **Objectives of Experiential Learning -**

- To evaluate various operation functions
- To analyse visual merchandising process
- To examine customer dealing procedure
- To evaluate advertising and displaying the product with the store
- To find out relevant and effective channel of communication through out retailing operation process

## **Outcome of visit -**

The entire students got an excellent practical exposure which is being taught them in the class room as a bridge between theoretical exposure as well as practical exposure.

The entire visit was organized very professionally and maintaining the practical approach.