

POST EVENT REPORT ON VIRTUAL WORKSHOP 3.0

EVENT NAME: Virtual Workshop 3.0

TOPIC: "Reputation: The X-factor for a Successful Business"

EVENT DATE: June 13th ,2020

VENUE: Conducted online through 'Webinar Jam' Platform

FACULTY COORDINATOR: Dr. P.K. Nema

ORGANIZED BY: ALABHYAM (NIFTEM Technical Society)

REPORT:

ALABHYAM (NIFTEM Technical Society) and **AFST(I) NIFTEM Chapter** organized a Virtual workshop to enhance the knowledge of participants about insights of a successful Business.

The Eminent Speaker of the event was **Dr. Ruchi Srivastava**.

Brief about the Speaker:

Dr. Ruchi Srivastava, Former Head of Food Safety, Bharti Walmart, Cash & Carry Operations in India. Presently, working as Consultant in Food Industry

REPUTED BUSINESS: ADVANTAGES

- Competitive advantage over other companies.
- Customer loyalty
- Attracts new customers
- Facilitates easy and quick funding and better sales figures.
- Facilitates better relations with all the stakeholders of the company.
- Convert reputation into a premium - add to the price of their product, the customers will be willing to pay.
- Apple- Sells overpriced mobile phones which customers all around the world willingly purchase.



The event was open to public and approximate 751 participants registered for the event and out of those around 257+ people attended the workshop

EVENT COORDINATORS: Graphic Designer - Karun

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