

**IIC WORKSHOP ON  
“EFFECTIVE SALES AND MARKETING STRATEGIES  
FOR START-UPS”  
6<sup>TH</sup> FEBRUARY (SATURDAY)**



An exclusive IIC workshop on the theme **“Effective Sales and Marketing Strategies for Start-ups”** was organized for all Marketing Specialization Students of CMS students. In today’s highly competitive entrepreneurial ecosystem, innovative ideas alone are insufficient for business success. Start-ups must adopt structured sales approaches and result-driven marketing strategies to achieve sustainability and

growth. This workshop aimed to equip students with practical exposure to market analysis, customer targeting, branding, customer relationship management, and digital marketing tools.

The session commenced with a brief introduction by the event moderator, who welcomed the participants and introduced the importance of structured sales planning and customer-centric marketing strategies for start-up success. The speaker shared practical insights on market segmentation, positioning strategies, customer acquisition channels, digital branding, and relationship management through real-world start-up examples.

The workshop emphasized how start-ups can identify their target customers, validate their value propositions, and design scalable business models. Participants were guided on preparing business model canvases and structured marketing plans using practical frameworks. Case discussions and live examples enabled students to understand how effective go-to-market strategies influence customer engagement and revenue generation.

During the hands-on session, students worked in groups to develop business model canvases and marketing strategies for their entrepreneurial ideas. More than ten innovative and feasible business models were created and presented. The best ideas were shortlisted for participation in the CONNECT 2026 event. The session encouraged creativity, teamwork, and problem-solving, while strengthening students' confidence in business pitching and presentation.

The interactive Q&A session was highly engaging, with students raising queries related to customer acquisition strategies, digital branding tools, pricing decisions, and start-up growth challenges. The resource persons addressed the questions with practical insights and industry examples, enabling students to connect theoretical concepts with real-world business scenarios.

The workshop concluded with enthusiastic participation from students, followed by a formal vote of thanks by the event coordinator.

## FLYER OF THE EVENT



**giBS**  
 Gitarattan International Business School  
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**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**


**INTERNAL QUALITY ASSURANCE CELL (IQAC)**  
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL, BANGALORE

**WORKSHOP FOR MANAGEMENT STUDENTS ON**  
**EFFECTIVE SALES AND MARKETING STRATEGIES FOR START-UPS**

**6<sup>th</sup> February 2026 (Friday)**

**TIME:**  
 10:00 am Onwards

**VENUE :**  
 Seminar Hall, 1st Floor, GIBS

**CLASS & SEMESTER :**  
 All Marketing Specialization Student

**Prof. (Dr.) Manisha Nain**  
 CMS

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<b>TYPE OF EVENT</b>	Co-curricular
<b>VENUE</b>	Seminar Room 1 <sup>ST</sup> Floor
<b>TIME &amp; DURATION</b>	10:00AM Onwards
<b>CONDUCTED BY</b>	CMS-GIBS
<b>ORGANISED FOR</b>	Open for all Marketing Specialization Students of CMS
<b>NAME OF THE COORDINATOR</b>	Ms. Shipra B. Uppal (Coordinator)
<b>ATTENDANCE</b>	40

<b>RESOURCE PERSON</b>	Dr. Manisha Nain, Professor, GIBS
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. To encourage students to develop innovative and feasible business ideas</li> <li>2. To provide practical exposure to business planning and pitching skills</li> <li>3. To enhance entrepreneurial thinking and opportunity recognition</li> <li>4. To prepare students for advanced rounds of CONNECT 2026</li> </ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"> <li>1. Improved understanding of business model development</li> <li>2. Enhanced skills in market analysis, value proposition design, and financial planning</li> <li>3. Practical experience in pitching ideas before evaluators</li> </ol>
<b>SHORTFALL DURING EVENT</b>	None
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/6vWo8RBh0R0">https://youtu.be/6vWo8RBh0R0</a>

**PREPARED & SUBMITTED BY: Ms. SHIPRA B. UPPAL, ASSISTANT PROFESSOR, GIBS**