

## **Business Practitioner Session**

**Event – 1 Date:** 04-10-2024

**Activity Name:** Business Practitioner

**Faculty Coordinator:** Mr. PK Thomas

**Faculty Coordinator Contact No.** 9986431562

**Guest Name:** Mr. Koshy Zachariah N

**Guest Designation:** Founder and Principal Partner

**Company Name:** NELSAD Associates

**Topic:** Developing Effective Business Strategies for Indian Local Markets

**Duration:** 1.5 hours

**Venue:** Lecture Hall-614, 6<sup>th</sup> Floor, FMS-CMS-BS, JU

**No. of Participated:** 17

**Summary: (Write-up required minimum 4 to 5 lines)**

Developing effective business strategies is crucial for organizations aiming to achieve long-term success and competitiveness in their respective markets. A well-crafted strategy aligns a company's resources, capabilities, and market opportunities, guiding decision-making and fostering sustainable growth. India's diverse and rapidly evolving market landscape presents both opportunities and challenges for businesses aiming to establish a foothold. To effectively develop business strategies in Indian local markets, companies must consider several key factors, including cultural nuances, consumer behavior, regulatory environments, and competitive dynamics.

**Photos of Events:** Attached separate in mail

**Brochure of Event:** Attached separate in mail



## Business Practitioner Session

### Developing Effective Business Strategies for Indian Local Markets



#### Mr. Koshy Zachariah N

Founder and Principal Partner  
NELSAD Associates



October 4<sup>th</sup>, 2024



08:45 AM - 10:15 AM



Lecture Hall - 614



Cohort Profile:

MBA Batch 2024-26, 1<sup>st</sup> Semester

Sections:

FBM

Faculty Coordinator:



Prof. Thomas P K  
Adjunct Faculty



