

## **Business Practitioner Session**

### **Event – 1**

**Date:** 08-11-2024

**Activity Name:** Business Practitioner

**Faculty Coordinator:** Dr. Trina Das

**Contact No.** 836 846 7780

**Guest Name:** Mr. Koppada Kiran

**Guest Designation:** Managing Director

**Company Name:** Grahtek

**Topic:** Global Strategy for Diversification and Supply Chain Management

**Duration:** 1 HOUR 30 MINUTES

**Venue:** Lecture Hall 613, 6<sup>th</sup> Floor, FMS, CMS, BS - JU

**No. of Participated:** 25

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

A global strategy for diversification and supply chain management involves expanding a company's operations into new markets or product lines to reduce risks and leverage growth opportunities. By diversifying, businesses can spread their exposure to market fluctuations, accessing new revenue streams and building resilience. Effective supply chain management supports this strategy by ensuring efficient and flexible sourcing, production, and distribution processes across different regions. This includes optimizing logistics, managing supplier relationships, and utilizing technology to enhance visibility and coordination. The goal is to create a competitive advantage by balancing cost efficiency, innovation, and responsiveness in a globally integrated business environment.



## Business Practitioner Session

### Global Strategy for Diversification and Supply Chain Management



#### Mr. Koppada Kiran

Managing Director  
Grahtek



November 8<sup>th</sup>, 2024



10:45 AM - 12:15 PM



Lecture Hall - 613



Cohort Profile:

MBA Batch 2023-25, 3<sup>rd</sup> Semester

Section:

BA

Faculty Coordinators:



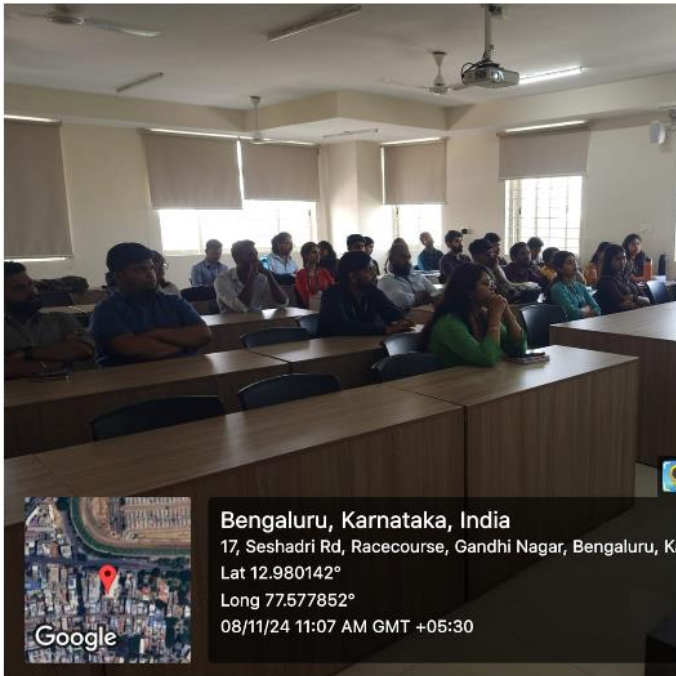
**Dr. Trina Das**

Assistant Professor





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